

42nd YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



Photo of the Month See Page 11

April, 1952

In this issue:

Roof Maintenance Efficiency Essential

What Makes Salesmen Tick?

Apprenticing Junior To Senior Salesmen

**You can't give your customers a better shingle value
than an asphalt shingle . . .
And you can't give them a better asphalt shingle than Barrett*!**



1. **Priced right for you!** Superior value at a competitive price. Profit-maker!
2. **Every Barrett shingle is made right!** Only Barrett gives such *uniform* high quality because only Barrett has such complete control of raw materials.
3. **All the newest colors your customers want!** See the revolutionary new range of pastels!
4. **A type of shingle for every need!** The right shingle for every job, every climate, every kind of roof.
5. **Long wear!** Durable and fire-resistant. Roof with Barrett, and you and your customers haven't a shingle worry in the world!

BARRETT'S BUSINESS IS BUILDING YOUR BUSINESS!

**For the newest
in roofing, look to**

BARRETT
the greatest name in roofing



Reg. U. S. Pat. Off.

THE BARRETT DIVISION
ALLIED CHEMICAL & DYE CORPORATION
40 RECTOR STREET, NEW YORK 6, N. Y.

205 W. Wacker Drive, Chicago 6, Ill.
1327 Erie St., Birmingham 8, Ala.
36th & Grays Ferry Ave., Philadelphia 46, Pa.

In Canada: The Barrett Company, Ltd.
5551 St. Hubert Street, Montreal, Quebec

STRI-COLOR...A SIDING WITH A New Kind of Beauty!

It Has Durable Beauty! Lovely Colors! Embossed Striated Surface Texture!
...and it's Protected with the Flintkote DURA-SHIELD* FINISH!

You never *saw* such beauty in a siding! You never *had* such a value to sell!

Wait until you *see* this FLINTKOTE STRI-COLOR* ASBESTOS-CEMENT SIDING!



In handsome gray, brown or green, STRI-COLOR Siding compares in warmth and richness with the most expensive of sidewall materials.

It is deeply striated by *embossing* . . . smart and distinctive.

And it sports that wonderful new finish you've been hearing about. The water-repellent, stain-resistant finish that's *exclusive* with Flintkote: DURA-SHIELD!

You can dramatically and convincingly demonstrate the advantages of DURA-SHIELD . . . *in two minutes flat!*

Alone . . . or in *combination* with other materials such as stone, stucco, brick, etc. . . . these sidings create unusual and delightful effects.

STRI-COLOR Sidings last a lifetime. They are made of materials that are *permanent* . . . materials that won't rot, won't burn, won't deteriorate.

And they will *outsell* ANY Asbestos-Cement sidings . . . both for new construction and for re-siding applications.

Get your order in today.

THE FLINTKOTE COMPANY, *Building Materials Division*, 30 Rockefeller Plaza, New York 20, N. Y.

* A Trademark of The Flintkote Company

FLINTKOTE

... the extra years of service cost no more!



**Note these deep, beautiful striations, reproduced in actual size. Besides the gray siding shown here, STRI-COLOR is presently available in lustrous brown and green.*

Not just 1...Not 2...

CHASE IMPERVITEX
THE NEW IMPROVED ROOFING MEMBRANE

... gives all

3

- 1 ECONOMY
- 2 LONG LIFE
- 3 EASE OF APPLICATION



Chase Impervitex is a thoroughly tested roofing membrane made from Chase Topmill Burlap, completely saturated and rotproofed. Its greater tensile strength assures roof satisfaction—not affected by ordinary construction shifts. When used as a cap sheet over old roofs, Chase Impervitex gives many years of additional roof service. Comes in 50-yard, easy-to-apply rolls. Ideal also for stripping, patching and flashing. Open pores permit perfect bond of waterproofing agents. Get complete details on Chase Impervitex. Mail coupon today.



CHASE BAG CO.
309 W. JACKSON BLVD., CHICAGO 6, ILLINOIS

GENTLEMEN: I AM INTERESTED IN IMPERVITEX

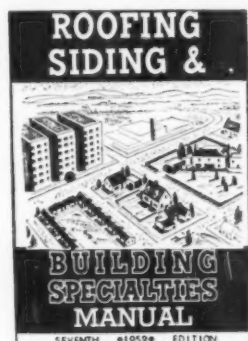
- ☐ HAVE SALESMAN CALL
☐ SEND INFORMATION

NAME

ADDRESS STATE

CHASE BAG CO.

General Sales Office: 309 W. Jackson Blvd., Chicago 6, Illinois
Branches Located Coast to Coast



"Worth its weight in gold."

"We think your Manual is terrific."

"The Bible of the Industry."

That's What Dealers Say About

ROOFING, SIDING &

BUILDING SPECIALTIES MANUAL

1952 Edition

The only complete, authoritative reference volume in its field

Order NOW!

Only \$3.00

POSTPAID

American Roofer & Siding Contractor
425 — 4th Avenue
New York 16, N. Y.

Please send me.....copies
of the 1952 Roofing, Siding and
Building Specialties Manual.

NAME

COMPANY

ADDRESS

RUBEROID REPORTER

NEWS OF INTEREST TO APPLICATORS • PUBLISHED BY The RUBEROID Company, 500 FIFTH AVE., NEW YORK 36, N. Y.

EVERY HIGH WIND BOOSTS SALES OF TITE-ONS A LITTLE HIGHER

Roofers report appreciative homeowners spread the word about Tite-On insurance

Every hurricane wind that hits brings further proof that Tite-On Shingles carry their own built-in wind insurance. Typical of the reaction after each severe storm were the comments received following the gales that hit the North Atlantic States and Miami in the fall of 1950. Ruberoid received letters of admiration for Tite-On's staying power, from roofers, farmers and homeowners.

After a raging hurricane hit Waveland, Ala., a housewife wrote, "I want to express my great satisfaction with my Tite-On roof..." The picture of her home, at right, tells the rest of her story pretty well.

Thomas P. Coogan, former president of The National Home Builders Ass'n, said, "...We are extremely pleased with the shingles, not only as to their quality in withstanding our hurricanes, but also their ability to hold their original color."

An insurance agency in Illinois wrote, "As a result of the widespread



Here is graphic proof of Tite-On Shingles' wind insurance. When a raging hurricane struck Waveland, Ala., trees were uprooted and many houses destroyed, but this roof came through undamaged... a typical Tite-On case.

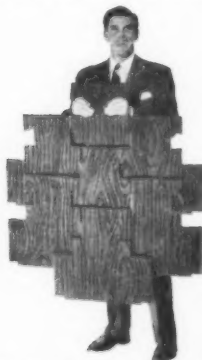
windstorm... this agency had some 300 losses, with 90% of these losses resulting in damage to shingles. In making the adjustment it was brought to our attention that all buildings having Ruberoid Tite-On Shingles escaped the damage from this wind."

And so it goes! In case after case, when other types of roofs are giving way before the wind, Tite-Ons come through without the loss of a single shingle. It's no wonder that people are asking for Tite-Ons by name and that Tite-Ons are easier to sell than ever before.

Your prospects will like Tite-Ons, not only for their windproof quality, but also because they add beauty, weather protection and fire-resistance. Tite-Ons patented self-locking feature produces an attractive basket-weave pattern, with deep shadows. And they're economical.



Only Tite-On Shingles have earned the Good Housekeeping Seal of Approval.



Tite-On Shingles are self-locking, as demonstrated here, yet they are anchored to the roof deck by four concealed nails.

The Power of the Post and Good Housekeeping Help You Sell Tite-Ons

Look for Ruberoid Tite-On ads in the April 12th issue of The Saturday Evening Post and the May issue of Good Housekeeping. Similar ads have already appeared in Farm Journal, Capper's Farmer, Successful Farming and Progressive Farmer. And there'll be more, helping to pre-sell Tite-Ons for you, making your sales efforts more profitable.



Tite-Ons are applied with speed and ease. Mistakes are practically impossible. And only half as many nails are needed.



ATTRACT THE BUYERS—SELL THE BEST MASTIC COATING!

Here's the reason Atomastic tops the exterior mastic field in reliability, quality, reputation and sales appeal. There are numerous Atomastic jobs in good condition today that were applied as long ago as 1932!—proof of the fine quality components and the durability which help give Atomastic its unexcelled reputation from coast to coast. Past and present performance make Atomastic easy to sell. Dealer response to our national expansion program has been terrific, but there are a few territories still open. Pressure-sealed mastics are here to stay, so get on the ground floor with the best—Atomastic! Phone, wire or write for full information today.

ATOMASTIC is the original asbestos mastic coating. It is made by an old line paint maker and is sold and applied only through reputable companies under license by the manufacturer.

FHA FINANCING
APPROVED

10 YEAR FACTORY
GUARANTEE

Paint Makers Since 1906

OLD QUAKER PAINT CO., INC.

1977 Blake Avenue, Los Angeles 39, California
Telephone NOrmandy 3-3265

Factories: Los Angeles, California • Syracuse, New York

Write Department A4



How many prospects do you close?

*For mortar joint or face nailing
of shake design and other types
of insulated sidings*



Two types of aluminum insulated siding nails are available. Etched aluminum finish for light colored siding and light mortar joints—ALOK (dark) finish aluminum for dark colored siding and dark mortar joints. Both finishes are supplied in 2" and 2½" lengths.



**DARK
SURFACE COLOR
LIGHT COLOR JOINTS**

Use ETCHED finish aluminum nails for joint nailing.



**LIGHT
SURFACE COLOR
DARK COLOR JOINTS**

Use ALOK finish aluminum nails for joint nailing. ETCHED finish aluminum nails for face nailing.



**DARK
SURFACE COLOR
DARK COLOR JOINTS**

Use ALOK finish aluminum nails for either surface or joint nailing.

NICHOLS "Never-Stain" ALUMINUM INSULATED SIDING NAILS are available in either plain or ALOK finish in 50 lb. cartons and convenient boxes of 1600-2" nails sufficient for applying 5 squares. Also available is a complete line of rust-proof aluminum nails for applying roofing, cedar shakes, asbestos siding, and aluminum siding. Write for prices, samples, and descriptive literature.

Attention INSULATED SIDING MANUFACTURERS!

Are you among the many leading manufacturers who include NICHOLS "Never-Stain" ALUMINUM NAILS with your products? There is no better way of protecting the beauty and life of your product. Write today for complete information.



Sales Features OF NICHOLS NEVER-STAIN ALUMINUM INSULATED SIDING NAILS THAT HELP YOU CLOSE A PROSPECT Easier and Faster

- ★ They are RUST-PROOF and will outlast the building itself.
- ★ They will never cause unsightly rust stains and streaks that mar the beauty and color of siding materials.
- ★ They are practically invisible in either joint or face nailing.
- ★ They are made of a strong aluminum alloy. Easy to drive. Greater holding power. No coating to chip off. Meet FHA requirements.

They are nationally advertised and pre-sold to over 10,000,000 readers monthly in such magazines as TIME, BETTER HOMES & GARDENS, AMERICAN HOME, SUNSET, SMALL HOMES GUIDE and POPULAR SCIENCE.

Profit by tying-in with this campaign

NICHOLS "NEVER-STAIN" ALUMINUM INSULATED SIDING NAILS ARE AVAILABLE THROUGH INSULATED SIDING MANUFACTURERS AND LEADING JOBBERS EVERYWHERE.

NICHOLS

WIRE & ALUMINUM COMPANY

General Offices & Factory: Davenport, Iowa
Branches: Mason City, Iowa • Battle Creek, Mich. • South Deerfield, Mass. • Oakland, Calif. • Cincinnati, Ohio • Seattle, Wash.

Why Applicator-Salesmen Consistently get the "Come-in"



It's BECAUSE USG* Asphalt Roofing has the *extras!* Extra beautiful colors—Extra smart styling—Extra exclusive features that mean greater protection from wind and weather. Home owners in your town *know* this established line, recognize its *extra* value. That's why they give Applicator-Salesmen the "come-in" that spells more sales, handsomer profits. Let a USG representative tell you all about the money-making advantages in this big-selling line. Write 300 West Adams Street, Chicago 6—do it now!

"3 Fast Movers"

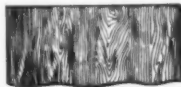
All tried-and-proved business builders—with beauty and protection features that really sell!



1. ARRO-LOCK* Asphalt Shingles



2. SUPER-TITE* Asphalt Shingles



3. GLATEX* Asbestos Cement Siding



UNITED STATES GYPSUM

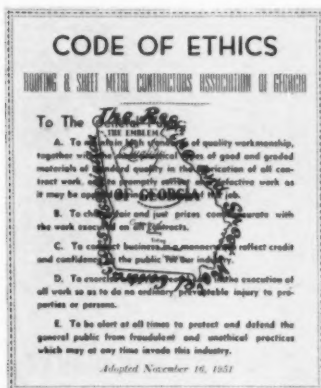
The Greatest Name in Building

©T. M. Reg. U. S. Pat. Off.

Nailing It Down

CONTINUING a progressive policy for which it has become widely known, the "Roofing and Sheet Metal Contractors Association of Georgia" has issued an office plaque for the use of all its members, on which is printed five points from their Code of Ethics which directly benefit the public.

The plaque, printed in large blue type against a white background, on cardboard ready for mounting, with the Association's Emblem imprinted in gold behind the Code of Ethics, is well worth copying by forward-looking roofing and siding contractors and associations everywhere.



The words of the Code of Ethics are as follows:

"To The General Public:

"A. To maintain high standards of quality workmanship, together with the most practical types of good and graded materials of standard quality in the fabrication of all contract work, and to promptly correct any defective work as it may be applied during the course of the job.

"B. To charge fair and just prices commensurate with the work executed on all contracts.

"C. To conduct business in a manner as to reflect credit and confidence by the public for our industry.

"D. To exercise a high degree of care in the execution of all work so

(Continued on Page 42)

AMERICAN ROOFER

and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of

Roofing, Siding & Building Specialties Manual

Vol. 42

APRIL, 1952

No. 4

CONTENTS

Page

Nailing It Down.....	9
Roof Maintenance Efficiency Essential.....	11
Apprenticing Junior To Senior Salesmen Pays Off.....	13
Apprentice Mechanics Needed (Cont.).....	15
Law Favors Roofers When Customer Refuses To Pay On "Faulty" Jobs.....	16
Wider Use of Insulating Siding Can Cut Annual Lumber Waste.....	17
What Makes Salesmen Tick?.....	18
Roofing Expert's Wisdom. IV . . . Built-Up Roofs . . . Flashings.....	20
News of the Month.....	24
What's New	25
Kinks & Shortcuts	30
Free Catalogues & Literature.....	39

★ ★

SYLVAN HOFFMAN, President

JOSEPH H. FRIEDMAN, Editor

STANLEY R. KERMISH, Vice-President

W. L. NOELLE, Western Manager

ROBERT M. HOFFMAN, Advertising Director

E. B. MEYER, Production Manager

FRED FEDER, Circulation Manager



Member Controlled Circulation Audit, Inc.

AMERICAN ROOFER and Siding Contractor is published by Hoffman Publications, Inc. Sylvan Hoffman, President; L. S. Harris, V. P.; S. R. Kernish, V. P. EXECUTIVE AND EDITORIAL OFFICES: 425 Fourth Avenue, New York City 16, N. Y. Telephone: MURray Hill 3-6280-1,2.

MID-WEST OFFICE: 549 W. Randolph St., Chicago 6, Ill. Telephone, Central 6-5164.

NORTHERN CALIFORNIA: Geo. F. Haines, 2155-29th Ave., San Francisco 16, Cal. Telephone, LOmbard 4-4566.

SOUTHERN CALIFORNIA: Jack O. Hodges, 479 S. Holt Ave., Los Angeles 48, Cal. Telephone Bradshaw 2-3935.

Issued monthly. Yearly subscriptions, \$3.00 in the United States and Canada, \$4.00 in all other countries. Single copies, 35 cents. Second class entry.

VOLUMES ARE ALSO AVAILABLE ON MICRO-FILM.

Not responsible for the return of manuscripts or illustrations.

YOU NAME IT... TEX-LOK covers it handsomely & ruggedly!



**NO BETTER SHINGLE
VALUE ON THE
MARKET TODAY!**

TEX-LOK *IT'S HEAVY DUTY!
IT'S DOUBLE COVERAGE!
IT'S INTERLOCKING!*

TEX-LOK shingles stay put! Concealed nailing at four points plus interlocking keeps 'em down—come high winds and heavy weather. They're heavy-duty and double coverage—providing more than two layers of asphalt shingles over the entire roof area. *Fire-resistant*, of course—and mighty attractive in either plain or textured surface and beautiful colors. And—TEX-LOK shingles carry a name that millions know and trust—Texaco.



TEX-LOK shingles are available in the areas currently served from roofing plants located at Lockport, Illinois; Port Neches, Texas and Port Wentworth, Georgia.

◆ **In the Northeast, it's TEX-LATCH**

Tex-Latch is similar to Tex-Lok except in method of locking tabs. Tex-Latch shingles are available from the Edge Moor, Delaware roofing plant.



AMERICAN ROOFER & SIDING CONTRACTOR

APRIL

1952

Roof maintenance efficiency essential in high cost labor market

Mr. Lemmon made the following address before a group of Plant Maintenance Engineers in Akron, Ohio. His opinions, of course, are entirely his own.

I WISH I could start this talk with the declaration that I am an expert—but nothing could be farther from the truth.

Although I have had many years of experience in roof maintenance work, this experience is useful only in so far as it can be used in the light of today's conditions and the underlying trends which will affect the future.

My purpose in being here is to invite your attention to some of the underlying trends which affect the cost of roof construction and maintenance and to point to some possible solutions which you may find useful in the administration of these problems as they affect you.

A reliable and somewhat comprehensive survey recently conducted by The American Roofer reveals that the cost of Composition Roof Construction has almost doubled in price in the last ten years. During the same period material prices have advanced about 25% and labor costs have practically doubled.

These facts are revealing and significant and you may well want to adjust your roof maintenance programs and re-value your present roof in the light of these facts.

First—the replacement cost of your

By J. C. LEMMON
President, Addex Corp.

existing roof is substantially double the original cost.

If your roof is ten or more years old and is in good condition, the chances are that you will be unable to obtain the same quality of material at any cost.

ON OUR COVER

Readers who have been following our series on application and maintenance of roofs by Frank W. Yeager of the Flintkote Company Research Laboratories will remember that a photograph of a large cold process roof application was shown in conjunction with Part III on Built-Up Roofs . . . Cold Application, in the March issue.

This month's Photo of the Month shows another view of the same large job. 4500 squares of Flintkote Cold Process roofing was applied on this cotton warehouse and compress for the valley of Texas, located in Brownsville, Texas. The view shows the roof before application was complete. Darker portions are the finished sections and lighter portions show the deck awaiting applications. Some idea of the size of the roof can be gained by comparing it with the freight cars shown in the distance.

The manufacturers of composition roofing materials have done an admirable job in confining their price increase to 25% while faced with a much higher production labor cost and almost double the cost of some basic raw materials.

They have been able to do this by increasing volume, increasing productivity of labor through use of productive machinery and the use of new and cheaper materials.

The most alarming fact revealed by the survey was that the increases in application labor rates, while not alarming in themselves, resulted in an equal increase in the unit labor cost of application.

That means simply that little progress has been made in the direction of increasing the productivity of application labor and the employment of labor saving devices.

It is axiomatic that labor increases must follow increased production, for true wealth is production and nothing short of production will sustain, for long, an increasing labor reward.

This is the very real and very serious problem that the roofing manufacturer and roofing applicator faces today with

(Please turn page)

(Continued from preceding page)

every indication that the problem will grow more acute daily.

It appears that the solution lies in one of several directions, but is necessarily aimed at better utilization of labor.

In new construction, materials must be developed which either offer greater length of service for the same labor effort or they must be so constructed as to eliminate the weight required to provide the same protection, thus reducing the labor required to move the materials from the point of origin and put them in place on a roof deck.

Since neither of these apparent solutions are available today—there is a definite requirement to re-value the roof you have today and review your roof maintenance policies in the light of high replacement costs rather than the original cost.

Necessity of Roofing Maintenance

I don't suspect that any of you gentlemen present would quarrel with me about the necessity or wisdom of roof maintenance, but I'm sure that the question of how to accomplish proper maintenance will bring out about as many theories as we have people here.

There seems to exist considerable confusion as to the physical properties of bitumens and underlying purpose of their use in combination with roofing felts as well as the construction of the felts themselves. Some clarification in this respect may simplify the problems.

Asphalt is a hydro-carbon which means that given enough oxygen its physical characteristics progress through the asphaltine stage to the carboid or carbon state, progressively losing plasticity and assuming a brittle-like carbon form.

Asphalt Films

Hot asphalt or cut-back asphalt films are in constant motion in a boiling type of movement and the surface is rapidly oxidizing (or turning to carbon) from exposure to oxygen from either the air or contact with water. The boiling action carries the carbon down into the film and exposes hydro-carbon to the surface for oxidation.

Gradually the film becomes higher in asphaltine content and less plastic and displays less ability to expand and contract with temperature change and

10 Truck motorcade with police escort used to take shipment of roofing materials to job



Trucks reaching in a seemingly endless line as this motorcade proceeds down a South Carolina road with one of the largest single shipments for a roofing job in recent years. Work was done by V. D. Ramseur applying new roofs on 210 homes.

A recent job shipment of roofing materials for a South Carolina roofing contractor was so large that it stopped traffic in the city of Greenville for a considerable period. A motorcade of 10 trailer trucks loaded with material for the job passed through the city enroute to Woodside Mills at Easley, S. C.

V. D. Ramseur & Sons, contractors on the job, are applying new roofs on 210 employee homes in what has been

described as the largest single roofing project in the South.

The trucks, all bearing Ramseur signs and destination of the roofing shipment, were escorted by police through Greenville's main business section. On the open road the motorcade was escorted by state highway patrolmen.

All homes in the new community have been sold to employees of Woodside Mills, which is a textile firm, under an employer-financing system.

movement and starts to crack or alligatoring. The thicker the film the more pronounced the cracking.

Asphalt films, of course, have limited structural strength and hence are combined with somewhat rigid felts for support.

Normally, heavier base felts are attached to the roof deck and waterproofed with a thin film of asphalt. Since the application of a heavier film would result in serious cracking and the protection of additional asphalt is desired, it is accomplished by separating the films with succeeding layers of lighter felts with a final top coating of waterproof asphalt.

The felts themselves are not unlike blotters which have been impregnated in asphalt and the black appearance will lead you to believe that they contain considerably more protective asphalt

than they actually do. Immersion of a piece of roofing felt in water will quickly demonstrate the limited strength of this material in the presence of water.

Entrance of water into the felt structure by any means results in rapid loss of structural strength and separation from the asphalt film and rapid deterioration of both the felts and asphalt films.

It is fairly obvious that the surface protection carries almost the full responsibility for the success of any specification. There are a number of methods of preserving the surface in common use:

1. Additional moppings of hot asphalt.
2. Application of additional plies of asphalt and felt.
3. Cold coatings.

Hot moppings in common use years
(Continued on Page 32)

Ask THE MAN WHO **tests**

INSELBRIC

THE LIFE SAVER FOR AMERICA'S HOMES

INSELBRIC is a profit "Life Saver," because it's made right—and kept right by constant laboratory control! So sell Shadowline INSELBRIC, Reversible INSELWOOD and All-New INSELSTONE, the sidings which make satisfied owners—get more "repeat" business—and more profits. They sell faster, go up faster, look better, last longer—and are the only insulating sidings people ask for by name!

"I've tested INSELBRIC for years — and, believe me, here's one siding that can really take it! On the job and in the laboratory, all tests prove that INSELBRIC is tops for insulating sidings under any climate conditions. And laboratory checks keep INSELBRIC colors uniform!"

LOOK FOR THIS NAME
INSELBRIC
ON BACK OF EVERY NAME

JONES & BROWN, INC.
439 Sixth Avenue
Pittsburgh 19, Pa.

Please send the INSELBRIC profit story at once!

Name _____

Address _____

City _____ State _____

MASTIC ASPHALT CORP.
Makers of Inselbric and Inselstone
SOUTH BEND, IND.

JONES & BROWN, INC.
National Distributors of
Inselbric and Inselstone
PITTSBURGH, PA.

APPRENTICE MECHANICS NEEDED

Second of 3 Parts

I KNOW full well how difficult it has been during the present emergency for employers to keep apprentices on the job, because of the large number entering military service. During the past year a great many have been drafted, while others have joined the armed forces voluntarily. In recent months nearly 500 apprentices have been lost each month to the military services.

Deferment of apprentices would greatly relieve the situation, and encourage the development and improvement of apprentice training programs.

There are, however, many angles regarding deferment which must be taken into consideration. Priority must be given to the manpower need of the armed forces, and there are also other important factors to be considered.

The question of deferment has been discussed and proposals made at many meetings of representatives of the Department of Labor's Bureau of Apprenticeship and its Office of Defense Manpower Administration with representatives of the Selective Service System.

I am glad to report that a final conclusion seems to be near. At a meeting this month a definite proposal was drawn up and agreed upon by management and labor, the Federal Committee on Apprenticeship and representatives of most of the government

**By W. F. PATTERSON, Director
Bureau of Apprenticeship
U. S. Department of Labor**



W. F. PATTERSON

agencies having defense and manpower functions.

The proposal specifies that deferment will be permitted to an apprentice in any trade who has been in training for one year or more. If the trade is classified as critical by the Secretary of Labor an apprentice may, according to the proposal, be deferred after six months of training.

Conditions of Deferment

The principle involved in the proposal is similar to that underlying the college student deferment program. In both cases continued training for high skills and knowledge is essential to the Nation's long range interests.

The present world tensions may continue for many years and we cannot afford to have any cessation in our training and educational programs. In fact in many fields we will have great

difficulty in making good the deficits built up by the war and other obstacles to the building up of the ranks of those having technical skills.

Program Must Conform With Standards

In accordance with the proposed regulations an apprentice will be eligible for deferment if the apprenticeship program under which he is trained meets the standards and requirements prescribed by the Director of Selective Service, which are to be based on the recommendations of the Secretary of Labor.

The program must be accepted by the State Director of Selective Service. If the sponsor of the program (that is, the employer, the joint apprenticeship committee, a group of employers or a union) is not satisfied with the decision of the State Director of Selective Service he may appeal to the National Director.

When requesting the State Director to approve a program, the sponsor of the program must have a certificate from the agency with which the program is registered—that is, the State apprenticeship agency or the Bureau of Apprenticeship. The certificate must state that the program meets the standards and requirements prescribed by the regulations.

If a program is not registered with an apprenticeship agency, the sponsor may apply directly to the State Selective Service Director certifying that his apprenticeship program meets the

(Continued on Page 37)

Mr. Patterson made the above remarks at the NRCA Convention in Chicago, January, 1952.

Law favors roofers when customer refuses to pay on "faulty" guaranteed jobs

Much has been said about the racketeering contractor but how about the racketeering customer? Mr. Francis George, an attorney who practices in Massachusetts here tells about customers who refuse to pay for the completed job on the grounds that the conditions of the guarantee were not fulfilled, or who try to shave a few hundred dollars off the agreed-upon price after the work has been installed.

This is the first of a new series to be presented in *American Roofer and Siding Contractor* on important legal decisions affecting the industry. Readers who have legal questions, or have heard of court decisions should forward them to Mr. George for answer in this department.

HYDROTEx industries has just won a lawsuit against a Louisiana customer who didn't want to pay for the material in his new roof, and began to find fault with it as soon as the bills came in.

The situation is quite common. As soon as the work is done the completion slip signed and the guarantee mailed some customers start to look for an excuse to get out of paying. They claim the roof leaks, or the color is wrong, or the contract wasn't exactly performed as agreed, or the material isn't hardening properly and refuse to pay.

If the salesman talks to them and offers to repair any defects they are

By FRANCIS GEORGE
Attorney-At-Law
Special to AMERICAN ROOFER
& SIDING CONTRACTOR

willing to compromise. "We'll let it go, just knock a couple of hundred off the price," they say or some take a more aggressive attitude. "We wouldn't let those men come near the place again, that job wasn't worth a nickel and you won't get a nickel."

Roofer Cannot Repossess

A roofer cannot go back and repossess his product the way an automobile company or television salesman can.

Rice-Rock white, screen gravel, makes cool roofs



Photograph and data courtesy of Cold Process Roofing, Inc.

In the photograph above, a gravel roof is shown on a pitch of $4\frac{1}{2}$ " to the foot. The material is rice-rock white, a screen gravel with $\frac{1}{4}$ " mesh. Rice-rock of $\frac{1}{8}$ " size is used for the parapets. The material is cast on or blown into the gummed walls. It sticks instantly and does not move from position.

you've just got to keep sending bills and finally either sue or write it off.

When the product is guaranteed and the customer claims the material is not up to the guarantee some merchants hesitate to sue, not being exactly sure of their rights.

Must Notify Roofer

The Hydrotex case established several clear rules:

1. The customer must promptly notify the roofer of any claim he has under the warranty and give the roofer an opportunity to make repairs and bring the roof to the standard promised. The buyer cannot wait until he is being sued for the price and then claim at the trial that the roof is not as promised.

2. The customer must give the seller an opportunity to make good on a defect; he cannot refuse to allow the roofer to go over the job and make it good.

In this case the judge said that "the buyer made it impossible for Hydrotex to protect itself on its guarantee. He was without rights to do as he did, (refuse to allow repairs to be made and fail to notify Hydrotex of the defect until 18 months after the job was done) and by so doing he waived and forfeited the warranty obligations in his favor. In a case of this character the buyer cannot sit quiet and allow matters to drift for an unreasonable length of time without notifying the seller, and then when sued, assert successfully that the warranty has been breached."

Customer Must Prove Case

The customer must prove that the job is not up to standard. A judge assumes that the work was properly done and unless there is definite evidence that it was not, the verdict will be for the roofer.

The decision should encourage contractors to assert their rights and not be frightened if a customer claims the job is unsatisfactory. He must prove that it was bad and give you an opportunity to repair it. Only when it is in fact a poor job and the roofer refused to do anything about it will such a defense be valid.

Wider use of insulating siding can cut annual lumber waste

ANY way you figure it, three billion feet is a lot of lumber. People with imagination could tell you that it would build a board walk that would put Atlantic City to shame. The walk would run all the way around the world at the equator in a 23 foot wide strip.

More practical people can tell you that three billion feet of lumber would be enough to build 214,300 average size homes. That is, it would build them if it wasn't being wasted every year. Figures recently published in *American Forests*, the publication of the American Forestry Association, show how terrible the waste is.

It estimates that 6.4 billion feet of lumber are used every year in the United States for the repair, replacement, and alteration of buildings. Five billion feet are required on farms, 1.4 billion feet for non-farm buildings.

Much Lumber Decay

Here is the point that hurts us all. The magazine says that at least half the 6.4 billion feet is used to replace lumber that has failed because of decay. It is decay that could have been prevented if the lumber had been properly protected in the first place from weather, fungus, and insects. Instead of going into existing buildings, this valuable three billion feet of lumber could have gone into new homes.

Anyone familiar with the way our forests are being depleted faster than we can replace them understands how vitally important it is that we use every foot of lumber to the best advantage. The whole country suffers when we permit existing buildings to rot away before their time.

How can we solve the problem? The Insulating Siding Association suggests that the wider use of insulating siding



Contractor H. G. Dawes built this home in Crown Point, Indiana, in 1951 using insulating siding shingle design panels.

can help cut down the waste. This product—made of tough vegetable fiber board that has been impregnated with asphalt and covered with weather-resisting mineral granules—can be used to either prevent or to arrest building decay. It provides a protective coat for the wood, effectively shutting out the weather and prolonging the life of the building indefinitely.

Insulating siding comes in panel boards, approximately 14 by 44 inches. There are four basic patterns—brick, stone, overlap shingle, and shingle—and a wide range of colors.

Siding Weather Resistant

Since the material is weather resistant, it is ideal for covering buildings that are showing the first sign of decay. If the building is in fair condition, the siding can be applied directly. Otherwise, furring strips, which are usually nothing more than simple lathe, may be needed to provide a good nailing base for the siding.

Of course there are other advantages. Insulating siding adds to the structural strength of the building. As the name implies, it insulates, making farm buildings more efficient and homes more comfortable, and less expensive to heat. It also adds beauty and value to the property.

The Federal Housing Administration has accepted insulating siding for new construction so it has a wide application on new low-priced, quality homes. New wood sheathing can be expected to last indefinitely when insulating siding is applied over it from the beginning. The decay problem is licked before it starts.

The economics of decay show how serious it is. Figured at \$75 a thousand feet, three billion feet of lumber represents an annual loss of \$225,000,000. That doesn't of course, include the labor cost for replacing the old, decayed lumber.

Lumber losses come out of the pocket of Mr. and Mrs. American. Before you watch these dollars rot away, check on other ways to save your modernization money.

What makes salesmen tick?

A psychological answer that every contractor should heed

THERE are four levels of motivation under which the salesman operates: the level of self-interest, the level of mediocrity, the level of aspiration, and the level of commitment. Motivation is the art of inspiring and energizing a salesman for the purpose of obtaining a better sales performance.

At the level of self-interest very little motivation is provided. The salesman is given neither job nor income security. Sales executives assume no responsibility for his success. Only those salesmen are retained who are capable of self-motivation.

Self-motivation in a salesman is an admirable characteristic, but very few men can develop this trait without help. The salesman takes a job, is given a sample case, and told to go out and sell. Further direction or motivation is not provided. Responsibility is not assumed by such companies for the basic satisfactions desired by a salesman.

Very few companies can succeed under these conditions. The greater number of salesmen quit. The philosophy of these companies is to show no concern about manpower turnover and little concern for the man. The practice is to exploit the man as long as he will stand for it.

The motivation goal of many other sales supervisors is merely at the level of mediocrity. A salesman is not developed to make decisions. Over-emphasis on mechanical sales control without an

The article above appears through the courtesy of "Systems Magazine," October, 1951 issue. Dr. Lapp is Associate Professor of Marketing at Washington University, St. Louis, Missouri.

By DR. CHARLES L. LAPP

accompanying program of developmental motivation leads to a mechanized type of selling.

The salesman is merely an automaton

—a "Charlie McCarthy" type—that moves on a string and echoes the voices of top management in a soulless and un-inspired manner. Very little wage or psychic incentive is provided to encourage better performance. All that is expected of the salesman is that he does what he is told, in return for the security of a definite weekly or monthly wage.

Salesmen at this level must feel that their working conditions are satisfactory, or the motivation provided takes on the aspects of the level of self-interest. The salesman should understand the method of compensation and feel that it's fair.

Opinion surveys showed the major reason salesmen think a compensation plan is unfair is that it hasn't been explained to them.

The salesman may feel that his company is not providing him with adequate sales equipment. In many companies, the desired sales equipment could be

(Continued on Page 35)

Covering The World . . .

AMONG FILIPINOS, WHEN A NATIVE IS TAKEN ILL HE IS QUICKLY PLACED ON THE ROOF OF HIS HOUSE.... BECAUSE ITS NEARNESS TO HEAVEN IS BELIEVED TO HASTEN RECOVERY!



By Elmo

New—a colored shingle that will appeal
to both builders and owners!

*looks like split wood...
lasts like stone!*

**"Century"
NU-GRAIN**

asbestos-cement siding...

At last, for re-siding old homes and for new construction you can use a colored shingle that has the architectural appeal of the old-fashioned split wood shingle... but the wearing qualities of stone itself.

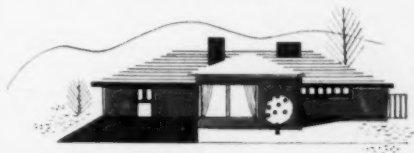
For the "Century" NU-GRAIN Asbestos Shingle duplicates exactly—in colored slate granules—the coarse and fine score marks of split wood.

These granules are permanently imbedded under hydraulic pressure, to make shingles in three colors that will not fade... NU-GRAIN Green, NU-GRAIN Gray, and NU-GRAIN Brown. And fire can't burn... rain can't soak... snow can't rot... and termites hate "Century" Asbestos Shingles!

You'll find the texture markings strong and visible with a straight butt shadow line so deep, it seems etched... the kind of texture that speeds sales.

Whether you're siding one home or a thousand, "Century" NU-GRAIN Shingles give you a low initial cost and easy application that increases your profit. Ask your K&M Distributor for details... or write us direct.

"Century" No. 38 NU-GRAIN
Asbestos-Cement Siding Shingles,
in NU-GRAIN Green. Also
available in NU-GRAIN Gray, and
NU-GRAIN Brown. 57 shingles
per square, 1 1/2" head lap.



America's first maker of Asbestos-Cement Shingles

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

A roofing expert's wisdom: IV



Applying wood cant strip to bridge right angle between deck and wall.

Built-up roofs:

By **FRANK W. YEAGER**
The Flintkote Company

ONE definition of a flashing might be "that part of the overall roof problem most likely to be a headache." Even this might be an understatement because a flashing to function properly must form a weathertight seal between the roof proper and such things as parapet, firewalls, skylights, hatches, chimneys, or whatever structures interrupt the otherwise substantially flat and uniform roof surface. Experience shows time and again, when trouble develops on a built-up roof job, although the roof itself is immediately suspected, thorough checking shows the source of the difficulty to be in the flashing.

Flashing Consists of Three Parts

To clarify the points I wish to make, it must be kept in mind that a flashing should properly consist of three parts.

(1) The plies of the built-up roof carried up several inches to the parapet or other vertical surface.

(2) The base flashing, also a plied structure with a suitable surfacing or cap sheet which overlaps the roofing felts and extends further up on the parapet, and

(3) A cap or counter flashing set into the parapet so as to overlap the base flashing.

Just as a solid deck is necessary for



The cant strips shown at left provide a 45° slope so that the roofing felts can be carried up on the strip and nailed to it.

The roofing is applied over the cant strip to complete preparation of the water resistant wall construction as the base for good flashing.



a good roof, a tight water resistant wall construction above the roof line is essential for good flashings. Before applying the roof, the parapets or other vertical surfaces to be flashed should be well primed and a nailed down wood

cant strip or similar construction installed so as to provide a 45° slope bridging the right angle between the deck and the wall. Cant strips should be installed before the roof is applied so that the roofing felts can be carried

flashings

Mr. Yeager gave the most complete and concise picture of the basic problems faced in the application and maintenance of roofs ever to be presented in a single speech at a recent NAHB meeting. The fourth of a five-part rendition is presented this month.

up on the cant strip and nailed to it.

The essentials for a good flashing are a suitable number of plies, each laid in and well bonded with a trowel coat of plastic cement, a suitable surface finish of cement or cap sheet, firm and durable attachment of the top of the flashing to the parapet or other vertical surface either by suitable nailing into a nailing strip built into the parapet or cementing into flashing blocks in the parapet.

Proper Nailing

Proper nailing, 12 inch max. preferably at less intervals, is most necessary to keep the flashing from slipping down. Base flashings should be sealed at both top and bottom by stripping with felt or fabric laid in plastic cement.

Base flashings may also be constructed of metal. Experience has shown that at least three plies of felt should be cemented in behind the metal sheet in order to prevent condensation of moisture at the undersurface of the metal base flashing. Such condensation can work down and eventually show up as a leak or as stains on the ceiling below.

Cap or Counter Flashings

Cap or counter flashings should either be set in a reglet cut in the parapet wall or extend through the parapet and extend downward over the upper



All photographs on these pages courtesy of The Flintkote Co.

The essentials for good flashing are a suitable number of plies, each laid in and well bonded with a trowel coat of plastic cement, a suitable surface finish of cement or cap sheet, firm and durable attachment of the top of the flashing to the parapet or other vertical surface either by suitable nailing into a nailing strip built into the parapet or cementing into flashing blocks in the parapet. Above, examining roofing under construction in New York City.

portion of the base flashing but not fastened to it.

Because masonry parapets are prone to absorb water, the best construction is a through-the-wall cap flashing which keeps water entering above this point from working down into the roof. This construction is particularly advisable where the parapet is lined with salmon brick which, because of their softness, allow a considerable amount of water to enter the wall, or where solid through-the-wall masonry joints do not exist.

Reglet Construction

Where the reglet construction is used, particular care should be taken to anchor the counter flashing firmly in the reglet by the use of wedges, metal clips, etc. and then to caulk the reglet well with plastic cement.

The installation of cap flashing should keep pace with base flashing so that at the completion of each working period all base flashings should have the protection of the cap flashing in order to prevent water getting down below the base flashing in bad weather.

Coal tar pitch should never be used for flashing construction because it will sag or slide from the flashing under sun heat. Although hot mopping with asphalt may be used, preferred practice is the use of a trowel applied plastic which permits a better control of the bonding operation in this most important construction.

Listening is a Salesman's most important asset

Salesmen have the reputation of being good talkers. Once I heard a salesman described as a man who can "talk fast and long". But sometimes fluency with words is the salesman's undoing.

As I grow older, I find myself attaching far more value to listening—letting the other man talk—than I used to. I believe there is far greater risk of an asbestos salesman talking too much than not saying enough.

Most of us know a lot of tricks for getting customer, prospect or associate to listen while we put words and sentences together, and enunciate them. But how many devices to we have for getting others to do the talking?

There are perhaps some individuals who by nature are so taciturn that it is impossible to get them to talk satisfactorily. The reverse is the case with most men—even individuals who are known as retiring and shy. I believe there is no more certain way to learn the personal psychology of man than to listen to him, alertly, as he talks at length. The talk does not have to relate to business. Just get a man to talk about his family, his political views, his hobbies, his health. Let him talk, and watch for the occasional unexpected statements or attitudes which will throw a floodlight on the workings of a man's mind.

Silence is a mask—that is why, as salesmen, we can't safely permit our

(Continued on Page 37)

Sure way to send your

*Line up with the finest line
in the siding business today!*



CELOTEX

INSULATING SIDINGS

Wide-awake applicators are finding that when you feature Celotex Insulating Sidings . . . you sell *more jobs—easier—faster!*

And no wonder! For these fast-selling sidings come in patterns and colors to suit every taste. They provide exactly what your prospects want: smart beauty—insulation that means more comfort, greater fuel savings—freedom from exterior maintenance—long years of service!

What's more, Celotex Insulating Sidings are made with a core of tough, strong, long Louisiana cane fibres—and protected by the patented Ferox® Process against dry rot and termite attack!

So start now to feature Celotex Insulating Sidings and watch how sales and profits climb. Your Celotex Representative will be glad to give you the full profit-story. Contact him today!

Let the name **CELOTEX, plus these
tested sales aids, make your selling job easier!**

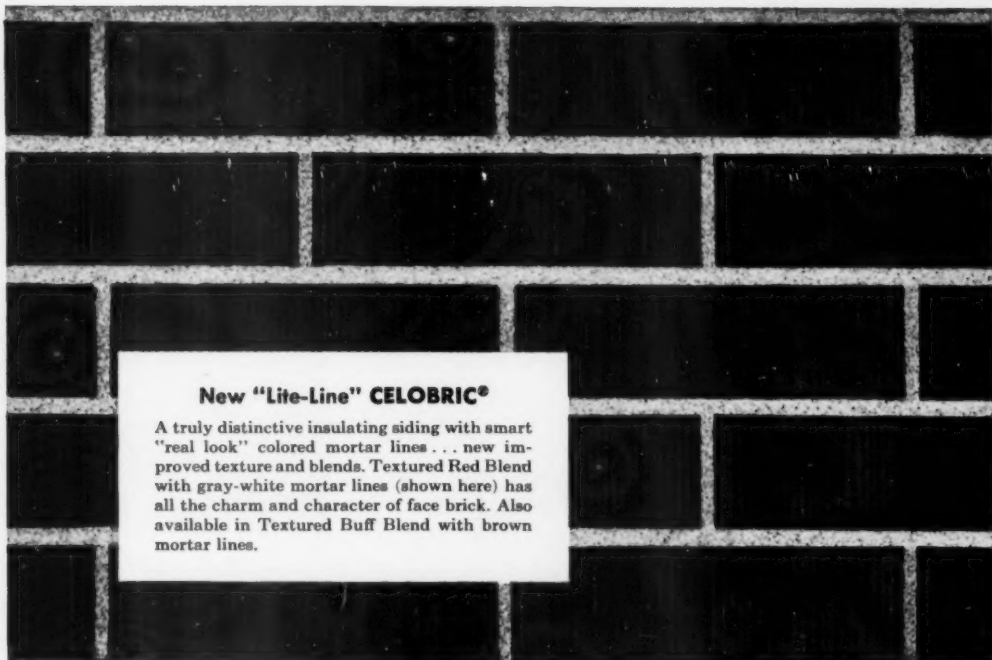
Everything you need to "go to town" with Celotex Insulating Sidings is yours from Celotex! You get eye-catching samples, an attractive 4-color booklet, tested newspaper ad mats, hard-selling radio commercial scripts, attractive envelope enclosures. **PLUS** the *proved sales power* of the famous Celotex name!

Remember, over a quarter century of advertising leadership has established the Celotex

brand name in every community . . . has created widespread consumer demand for Celotex Building Products.

Consistent, effective Celotex advertising in **THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, FARM JOURNAL** and other popular magazines, builds confidence . . . pre-sells your prospects . . . *makes your selling job easier!*

sales curve climbing



New "Lite-Line" CELOBRIC®

A truly distinctive insulating siding with smart "real look" colored mortar lines... new improved texture and blends. Textured Red Blend with gray-white mortar lines (shown here) has all the charm and character of face brick. Also available in Textured Buff Blend with brown mortar lines.



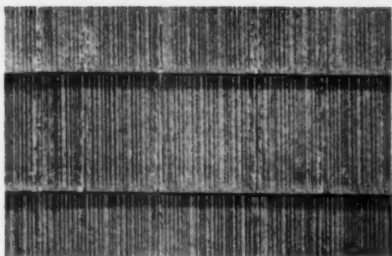
SHADOWLAP®

Authentic shake shingle design of unusual beauty. 9", 11", 12" and 14" sizes in a variety of handsome, fast-selling colors. ShadowLap used over wood sheathing meets F.H.A. requirements for new construction.

*Trademark

**Midwest only

†Northeast only



SHADOWGRAIN®

A beautiful, exclusive 9" Celotex lap siding that's a sales "natural" for better homes in every community! In attractive Silver White. Meets F.H.A. requirements for new construction when used over wood sheathing.

To sell more siding jobs, faster... feature

CELOTEX INSULATING SIDINGS

REG. U. S. PAT. OFF.

THE CELOTEX CORPORATION, 120 S. LA SALLE ST., CHICAGO 3, ILLINOIS

Uncertainty of NPA Orders Cuts Building, Says Council

Uncertainty as to the National Production Authority's policies with respect to building is discouraging the planning of future construction, A. Naughton Lane, president of the Producers' Council, national organization of building products manufacturers, stated yesterday.

"Much urgently needed commercial, industrial, and institutional construction is not being planned because owners are unable to determine at what approximate date NPA expects to be able to modify or remove its restrictions on private construction," Mr. Lane said.

"If the greater part of the existing restrictions are to be relaxed within a year or so, architects should be hard at work now drawing up plans and specifications. As it is, little advance planning is going ahead because of the uncertainty.

"In addition, it is imperative that NPA advise home builders regarding the probable overall output of fabricated materials and equipment, allotments for which are given to manufacturers rather than builders. Unless the output of these List 'B' items is in balance with the supply of materials which can be obtained under the self-certification plan, builders may experience serious difficulty in obtaining some of the equipment needed to complete new homes for occupancy.

"Industry recognizes that NPA's current plans may have to be revised as new developments arise, but it should be possible to give the building industry a reasonable accurate idea of what to expect in the immediate future."

R. M. Wight Appointed Dir. Personnel By Bird & Son

Bird & Son, Inc., announces the appointment of Ralph M. Wight as director of personnel. Mr. Wight, who moves up from the superintendency of the flooring plant, fills the position left vacant by the sudden death in December of Creighton Hill.

A native of Somerville, Mass., and educated at Dartmouth and Harvard, Mr. Wight practiced law in western Massachusetts from 1912 to 1917, was in the Army in the First World War, and was with the Brown-Lipe-Chapin Company of Syracuse immediately before joining the Bird organization in 1921.

Mr. Wight first had charge of planning at the company's Norwood, Mass., flooring plant, became assistant superintendent in 1923 and in 1929 was made superintendent. He held this post until 1943 and again from 1947 through 1951. During the war Mr. Wight was assigned special duties as assistant to the director of manufacturing, including assisting the director of personnel in labor relations.

NEWS of the Month



Marvin Greenwood Elected Celotex Vice President

The Celotex Board of Directors, at their annual meeting in Chicago, in February, elected Marvin Greenwood as a Vice President of the corporation.



MARVIN GREENWOOD

Mr. Greenwood was employed by Celotex in 1925 and his progress with the company always has been identified with the sales department. Successively he has served as Assistant to the Sales Manager, Manager of the St. Louis Sales Division and Assistant General Sales Manager.

In 1939 Mr. Greenwood was appointed General Sales Manager and sales of Celotex Products have increased consistently and substantially under his supervision.

As Vice President of The Celotex Corporation, Mr. Greenwood will continue as General Sales Manager with three Assistant General Sales Managers, Allen Cassin for the East Coast territory, with headquarters in Washington, D. C., E. E. Dierking, for the Middle West and E. C. Rautenberg, for the Southern and West Coast territory, both the latter with headquarters in Chicago.

J. M. Clifford Named Gen. Sales Mgr. Ludowici-Celadon

The Ludowici-Celadon Company, Chicago, has announced the appointment of J. M. Clifford as General Sales Manager.

Mr. Clifford has been with the Company for many years, and prior to his present appointment was Western Sales Manager, with headquarters in Dallas, Texas.

Globe Announces Promotion Of Carl J. Nolte

Mr. Abbott Cohn, President of Globe Roofing Products Co., Inc. recently announced the promotion of Carl J. Nolte as Vice President in charge of purchasing.



CARL J. NOLTE

Mr. Nolte has been with Globe since 1948, coming to the company as director of purchases and acting in that capacity until his recent appointment to a Vice Presidency.

He has been in purchasing for 34 years, starting in this profession immediately upon his discharge from military service as a naval officer after the First World War.

Prior to coming with Globe Roofing, he acted as purchasing agent with another leading roofing manufacturer, having been with them for 25 years.

Mr. Nolte is a member of the Chicago Purchasing Agents Association and has been influential in the rag and paper field since 1923. In 1951 he was called to Washington to serve on the paper industry committee of the Office of Price Stabilization.

J-M Names Cerny, Jr. Comm. Mgr. For Asphalt Roofings

Appointment of Edward C. Cerny, Jr., 168 Jennifer Lane, Yonkers, N. Y., as Commodities Manager for Asphalt Roofings Johns-Manville Building Products Division, has been announced.

Mr. Cerny joined Johns-Manville in January, 1939, as a salesman-in-training for the company's New York District Building Products Division. In 1941 he was made sales representative for the Building Products Division in Connecticut and following four years with the United States Army during World War II returned to New York City as sales representative for the Division.

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Decimal Equivalent Wall Chart

A new decimal equivalent wall chart has been announced by John Hassall Inc.

The new chart is accurate to four decimal places. It is printed in three colors, not just for attractive design but to signal decimal-equivalents of fractions.

Fraction	Decimal
1/2	0.50
1/4	0.25
3/4	0.75
1/8	0.125
3/8	0.375
5/8	0.625
7/8	0.875
1/16	0.0625
3/16	0.1875
5/16	0.3125
7/16	0.4375
9/16	0.5625
11/16	0.6875
13/16	0.8125
15/16	0.9375
1/32	0.03125
3/32	0.09375
5/32	0.15625
7/32	0.21875
9/32	0.28125
11/32	0.34375
13/32	0.40625
15/32	0.46875
17/32	0.53125
19/32	0.59375
21/32	0.65625
23/32	0.71875
25/32	0.78125
27/32	0.84375
29/32	0.90625
31/32	0.96875

This 17" x 24" wall chart is an improved redesign of a chart originally issued by John Hassall in 1942, for which there have already been more than 50,000 requests.

The chart is framed by 88 interesting types of special cold-headed products manufactured by John Hassall.

All-Purpose Work Glove

A new long-wearing all-purpose work glove with special coating that sheds moisture and resists chemicals better than rubber is described in a new bulletin of the Mine Safety Appliances Company.

The new M. S. A. All-Purpose Work Gloves are said to wear like leather, yet cost little more than ordinary canvas gloves. The vinyl-plastic coating stays flexible in extreme cold, does not become "tacky" at any high temperature to which workers' hands are normally exposed, and is especially effective in combating strong acid concentrations.

The gloves will protect against concentrations of all acids, including sulphuric acid and oleum, and all caustics.

Although designed primarily for hand protection, the new gloves are tailored for comfort and utility, the bulletin adds. Seams are straight and there is no excess material in the finger crotches.

Hoisting Beam

Smith's Hoist and Manufacturing Company, manufacturers of Hoist-Master hoisting equipment has announced that it is now in production with the new Hoist-Master Beam.

This new model Beam, which has been specially designed for all types of eave, gable, and slanting roofs, according to the manufacturers, will eliminate the expense of building and dismantling scaffolds to get materials on the roof.



It will also eliminate the danger involved by the men reaching over the edge of the roof for materials. The men can work to the top of the roof without having to carry material over the new and completed work.

Bail-joint shoes on the legs of the jack, permits the Beam to fit flat on the roof, regardless of the fall or pitch. The cut-out between the legs of jack make it possible for the Beam to fit over the ridge of roof. The ball-bearing swing boom assures safer and faster handling of materials. A brace which fits over the ridge is designed to hold counterbalance weight safely.

The new Beam can be operated manually or by power . . . is light in weight . . . and can be quickly and easily set up.

The photo shows the new Beam in operation on the roof of the St. Mary's Church in Jackson, Michigan.

If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

Overhead Garage Door

A new addition to the Crawford Marvel-Lift Door line is announced by Robert A. Hackathorn, president and sales manager of Crawford Door Company.

The new model has been named the "Riviera" and brings to the standard residential garage door field a beauty and richness of design and a quality construction usually associated with custom-built doors of much higher price. The new "Riviera," however, is actually a production line door and is now in volume production in all of the Crawford Door Company's major wood fabricating plants throughout the country.

Structurally, the new "Riviera" differs from conventional garage doors in that it has five narrow sections within the door height usually occupied by four.

Heavy-Duty Stapling Gun For One-hand Operation

A handy new pocket-sized stapling gun that packs five times the power of ordinary one-hand industrial tackers has been developed by The Heller Company.



This sturdy, streamlined tool is the first one-hand stapler capable of fastening metal or fibre shipping tags to export boxes. It saves time and manpower for the shipper, fastening tags in one-fifth the time needed for hammer and nails.

The operator holds the tag in place with one hand, then shoots staples as fast as firing a Colt automatic. Heller heavy duty staples are five times normal size, and grip the wood securely with a super-clinch locking feature.

The gun, backed by a 10-year guarantee, is also used for stapling shipping list protectors, linings of export boxes, fibre packing list covers, railroad box car linings, car identification tags and many other operations where speed and secure fastening are needed.

Accident Safety Manual

The American Standard Manual of Accident Prevention in Construction, A10.1-1951, (Continued on Page 30)

Aerofil
TRADE MARK

ECONOMY "GRAVEL-MASTER" SPREADS GRAVEL 3-TIMES FASTER-EASIER

Insures Smooth Even Gravel Application . . . Eliminates Roof Stockpiles

Aerofil Products, manufacturer of famous "Heat-Master" Kettles and RP-9 street to roof pumps, now brings you the finest gravel spreading unit ever developed for modern, high speed roofing application. The Aerofil-Economy "Gravel-Master" is low in initial cost — inexpensive in operation and upkeep. Exact cost comparisons show that you can cut time — labor — money almost in half — and do a better job than with old-fashioned hand spreading methods.



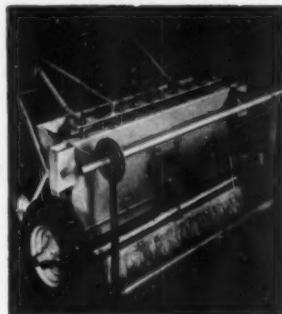
Aerofil-Economy "Gravel-Master"

The Economy "Gravel-Master" is used in conjunction with the Aerofil-Rix Feltlayer (without paper roll on Feltlayer) to spread the "hot". Depth of gravel coverage can be regulated from 150 to 400 pounds per square according to job specifications. Easy to operate — surprisingly light in weight — designed with the operator in mind, the Economy "Gravel-Master" is your answer to rising costs. Streamline your jobs now! For complete details ask for Leaflets No. 667 and No. 663.

ROOFING TOOLS AND ACCESSORIES

Kettles	Pails	Hoist Wheels
Incline Tracks	Buckets	Ladder Brackets
Power Hoists	Knives	Elevators
Hand Hoists	Map Parts	Map Vises
Torches & Burners	Brushes	Lead Furnaces
Map Carts	Scrapers	Cargo Nets

For complete Roof, Tool and Accessory Catalog ask for No. 418A



Aerofil-Rix Feltlayer

Aerofil
Established 1917

PRODUCTS COMPANY, INC.

SOUTH HACKENSACK

516 YALE AVENUE N

SEATTLE 9, WASHINGTON

2021 SO. MICHIGAN AVENUE

CHICAGO 16, ILL.

3408 MAIN STREET

DALLAS 1, TEXAS

OAKDALE SQUARE

DEDHAM, MASS.

BRANCH OFFICES & WAREHOUSES

3217 UNION PACIFIC AVE

LOS ANGELES 23, CALIF.

1441 SHEPHERD STREET

N. S. PITTSBURGH, PA.

NEW JERSEY

435 BRYANT STREET

SAN FRANCISCO 7, CALIF.

2517 LIBERTY STREET

JACKSONVILLE 6, FLA.

The DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydrex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

HYDE MANUFACTURING CO.
SOUTHBIDGE, MASS., U. S. A.



AT YOUR BUILDING SUPPLY HOUSE



this contractor says:

K. F. APPLICATORS,

through a *saving* in time and equipment replacement, help me hold my bids down to a competitive level with *no* sacrifice of quality.



Kirby
INDUSTRIES

Temple City, Calif. - Bridgeport, Ohio

The farm market is waiting to buy...



***This Warranty PRE-SELLS
your Customers on Asphalt-Aluminum
Paint and Roof Coating!***

Your customers know and trust this Warranty. They have confidence in roof paints and coatings that carry this seal. And they are right. Asphalt-Aluminum Roof Paints and Coatings made to comply with the specifications on the Warranty give superior, long-life roof protection at low cost.

There is no doubt, more and more of your customers are using and considering using

Asphalt-Aluminum Roof Paints and Coatings. You'll find sales will come easier and quicker if you stock and recommend brands with the Warranty. Remember, this Warranty program has had the benefit of more than two years of intensive advertising in the large farm market where the potential for sales are tremendous. Get your share of this profitable, growing business now!

REYNOLDS METALS COMPANY

2512 S. Third St., Louisville 1, Ky.







**MADE TO DO A SUPERIOR
JOB: R. MURPHY
stay sharp ROOFING KNIVES**

No Play — No Wobbling

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the roughest materials easily.

R. Murphy Knives completely eliminate any play or wobbling because of the precision riveting of blade and handle . . . the latter custom-designed for proper grip.

For the *steadiest, cleanest, easiest* cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

There's an R. Murphy Knife for Every Purpose. Write for FREE catalog showing the complete line.

Tested Quality for over 100 Years

R. MURPHY *Knives*

**R. MURPHY'S
SONS COMPANY**
AYER,
MASSACHUSETTS

Ready to go to work for You!
and a partner you'll never part with!

**MATT
FELT-LAYER**



A big roofing season lies ahead and you should equip your crew with a MATT FELT LAYER to enable you to handle any volume, keeping your men busy with no windy day lay-offs. A MATT FELT LAYER does a smoother job — does it quicker and eliminates the heavy work of hand mop pushing. Even your men will take greater pride in the finished job due to the absence of fish mouths.

The MATT FELT LAYER controls flow of hot stuff — there's no waste. The mop that spreads it lasts for 5000 and more squares. You come out with a profit. Order a MATT today — NOW \$315.00 — formerly \$375.00. You save \$60.00. Write for circular.

MATT COIL-LESS BURNER CO.

4017 WEST LAKE STREET
CHICAGO 24, ILLINOIS

Somerset

(Continued from Page 13)

great success by the firm's salesmen. Mechanical pencils, carrying the name of the company, are given to customers when they are ready to sign a contract.

Psychology is used in the presentation of the pencils, Mr. Somerset pointed out. "After the discussion of costs, etc. are over and the contract is in front of the buyer, the salesman hands him one of our pencils, and, of course, the buyer keeps the pencil, which is a constant reminder of our firm and the business he has transacted with us."

Sewing kits, bearing the name of the firm, are given out to housewives in the door bell ringing calls. These are attractively made up like match folders, and contain needle, thread and hosiery run stoppers.

Keep Salesmen Happy

On the subject of advertising, Mr. Somerset felt he would rather spend the money on keeping his salesmen happy.

"Salesmen are more important than customers," he stated. "Once a salesman brings an order in, he has no more to do with the sale. He then goes out to get another sale."

Telephone soliciting is frowned upon, except for the window department.

The firm has a 65-man installation crew. There are several superintendent chiefs in various areas with an over-all crew chief, Lawrence Pumphrey. Qualifications for the installation crew include being an expert mechanic. Two men go out on a job at a time, carrying ladders, hand tools and cutters, furnished by the firm. Equipment includes 100 sets of staging that costs about \$120 a set, Mr. Somerset pointed out.

The company's warehouse is located at 53 Galen Street in Watertown, a short distance from the offices.

Mr. Somerset has built his business on the good will earned in his 37-years of operation. The 38th anniversary of the firm will be celebrated in April.

"Having spent my life in this business, in my declining years I have made every effort to eliminate the bad name given this industry by a few unscrupulous salesmen. I consider the industry a very important one—a very necessary one—and a very ethical one. It is up to all of us in the industry to follow these concepts to build good will

and dignity for the industry," he declared.

One of the outstanding events in Mr. Somerset's business career, and one which he treasures, occurred in 1950 in a Boston night club when he was tendered a surprise testimonial dinner by 350 members and affiliated members of the industry in New England.

On this occasion, the master of ceremonies said: "Joe Somerset did not attain success by riding roughshod over people. He became successful by helping his competition." At the testimonial, 12 firm presidents declared that their success was achieved through the helpful and friendly guidance given them by Mr. Somerset.

Mr. Somerset, former national president of Nersica, is very active in local association work. Meetings are held monthly on Thursdays at the Kenmore Hotel in Boston. Dinner, entertainment and a guest speaker, features the evening gatherings.

High Production Of Asphalt Roofing Seen for 1952

Despite the predicted decline in new home construction, a high volume of maintenance work is expected to make asphalt roofing production in 1952 at least as great as in the record-breaking years of 1950 and 1951, according to the Asphalt Roofing Industry Bureau, a trade association.

Approximately 90 percent of all the roofing material now used in the United States is asphalt roofing. Production in 1951 was about equal to that in 1950, when nearly 87,000,000 squares were shipped from roofing mills. A square is enough material to cover 100 square feet.

Bearing out the opinion that home maintenance and remodeling will continue at a high rate is the National Industrial Conference Board's report that "almost 46 percent" of the homes in the United States are more than 30 years old.

Maintenance and remodeling normally require almost two-thirds of all the asphalt roofing produced. Asphalt shingles are favored by home-owners because of their economy, fire-resistance, color, and ease of application as well as for their long life and waterproofing qualities.

SENSATIONAL NEW

Littleford

"Kwik-Melter"

66B

ROOFERS KETTLE



Here's the new fast heating "Kwik-Melter" with all the modern improvements to make heating of Tar, Asphalt or Pitch simple task. This flue type kettle gives better distribution of heat, has removable flues, burner that preheats inside of kettle, lower center of gravity, level load axle preventing tilting and tipping at high speed trailing and many other features that makes the "Kwik-Melter" the last word in low cost operation. Like all Littleford equipment, this unit has been engineered to give Roofers the best that money can buy. Make your next kettle a "Kwik-Melter" 66-B the most Sensational Roofers Kettle.



LITTLEFORD

LITTLEFORD BROS., INC.

430 E. Pearl St., Cincinnati 2, Ohio



EUREKA

FIBERGLAS MOPS

on

**No-char Aluminum Sleeves
Maximum Hot Stuff Pickup
Easy and Uniform Spread**

• WRITE FOR LITERATURE AND PRICES

"QUALITY PAYS FOR ITSELF"
EUREKA MOP MFG. CO.
1808 CHOUTEAU AVE. ST. LOUIS 3, MO.

Features

- 1—Inner shell and Flue Nest easily removed.
- 2—Design of Flue Nest prevents flashing.
- 3—Horizontal Type Burner — preheats in position
- 4—Lower Loading Height
- 5—Level Load Axle — prevents swaying, tilting or tipping.
- 6—Variable Ratio Springing — adjusts itself to contour of Road cushions Kettle against shocks, shifting loads, sudden stops and starts.
- 7—Adjustable Pulling Tongue — adjustable to four different positions.

8—Inner Shell — with rounded corners on bottom for easier cleaning.

9—Splash Proof Shell.

10—Adjustable Cover—can be held open from a crack to maximum for loading. Shielded vent holes allow gases to escape.

11—Adjustable Leg — for leveling kettle on steepest hill.

12—Fast Draw Off — maximum heat centered about draw off insuring fast draw off from a cold start.

13—Accurate Thermometer — mounted at rear of kettle.

14—Butane Gas Burners Installation (at extra cost).

Old Fashioned STRAIGHT RUN ROOFING PITCH

"Like the Roofer
likes it!"

and

TYPE 15 TARRED FELT

Approved by Underwriter's
Laboratories, Inc., for
Class A Built-up Roofs.

★

TYPE 15 and TYPE 30 ASPHALT FELT

★

REFINED TAR

★

WATERPROOFING PITCH

Lewis Tar Products Co.

P. O. Box A, Lyons, Illinois

Chicago Phone:
Bishop 2-1650

Lyons Phone:
LYons 3-3120

ROOFING YARN

ALL TYPES—Several Grades

Cut Lengths

(As illustrated)

Roofing MOPS

(Complete with handles)

TOP QUALITY

Reasonable Prices

Immediate Shipment

WRITE TO

JOHNSON PRODUCTS Co.

MEMPHIS, TENN.

Manufacturers of Nationally
Known JOHNSON Brooms & Mops

Kinks and Short Cuts

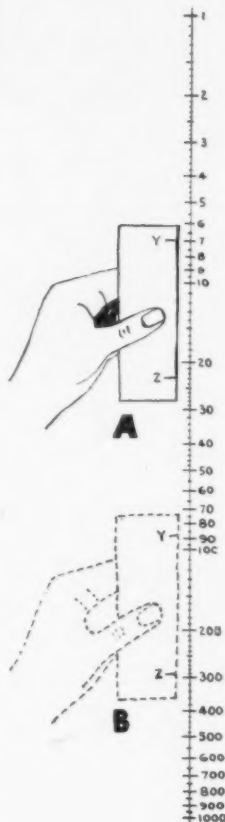
Finding the Number of Shingles In a Square

Roofers will find this "ratio tool" to be handy as it will eliminate much of the pencil figuring indulged in when solving ordinary ratio problems. The tool is applicable to an amazingly wide variety of roofing problems that come up from day to day.

For example, let us say that in your work you find that 23 shingles cover exactly 7 square feet. On a slip of paper, in position "A" (see the sketch) make a mark opposite the 7 as indicated by the "Y". Then make another mark opposite the 23 as indicated by the "Z". Now move the slip of paper down to position B or to any other position. Let us say that you have 290 shingles. How many square feet will the 290 shingles cover? In position B the "Z" mark is opposite the 290. The "Y" mark then tells you that you can cover 88 square feet. You do this, you see, without any pencil or head figuring whatever.

If the figures on the scale aren't large enough for your purpose you merely add ciphers. Thus if you have 2,900 shingles instead of 290, you can use the same position "B" and by adding one cipher to the 88 you get 880 square feet as the answer. That is, 2,900 shingles will cover 880 square feet. When you add one cipher to one you must also add one cipher to the other. Likewise if you add two ciphers to one you must also add two ciphers to the other. Thus 29,000 shingles will cover 8,800 square feet. And so on.

Always add the same number of ciphers to each figure.



Do some experimenting with this handy tool and you will quickly "catch on" and you will keep it in a handy place for frequent use in connection with your roofing work or any other work that involves ratios.

—W. F. Schaphorst

What's New

(Continued from Page 25)

has just been approved by the American Standards Association.

The standard presents, by illustrations, specifications and simplified text, the safe way of performing construction work and emphasizes the costly results of incorrect, unsafe practices.

The manual contains 43 chapters dealing with such subjects as sanitation, first aid, building demolition, electric welding, handling and storage of materials, excavation, explosives, pile driving, scaffolding, power saws, shafts, boilers, temporary electrical installa-

tions, fire hazards and prevention, occupational diseases, etc.

The Associated General Contractors of America developed the first edition of this manual 25 years ago, and they have revised it periodically to make sure that it reflects the latest industrial practices. All editions since 1938 have been submitted to ASA for approval as an American Standard. Approval as an American Standard certifies that a consensus of all parties-at-interest has been reached on the provisions of the standard.

MAIZEWOOD

ROOF INSULATION

is solid up to one inch thick

NOT LAMINATED



Here is a real roofing board with high insulating efficiency. Made from flax fibre, the $\frac{1}{2}$ ", $\frac{3}{4}$ " and 1" thick boards are solid through and through — no laminations — it is compression resistant. Light in weight, easy to handle and apply, Maizewood Insulation is available in regular asphalt coated, asphalt impregnated, or both asphalt coated and impregnated sheets in car or truck load or in smaller quantities.

WRITE FOR DETAILS AND PRICES

Maizewood Insulation meets Federal Specification LLL-F-321b for government projects. Union made by employees of the United Brotherhood of Carpenters and Joiners, AFL.

TABLE OF SIZES

SIZE	THICKNESS
24" x 50"	$\frac{1}{2}$ "
24" x 50"	$\frac{3}{4}$ "
24" x 50"	1"
24" x 50"	1 $\frac{1}{2}$ "
24" x 50"	2"



MAIZEWOOD INSULATION COMPANY
DUBUQUE, IOWA



Spraying a textured finish side wall re-surfacer. Two men crew covers 1500 sq. ft. a day to 1/4 in. depth. Notice how Binks pump is mounted directly on container in foreground.



Spraying roofing compound. Field reports show a two man crew can coat up to 40 squares an hour with 3 gals. or more per square. Pump is mounted on drum at ground level.

These advanced pumps speed up the spraying of liquid siding and cold process roofing

These rugged pumps lift heavy materials to a considerable height because they step delivery pressure up to 10 times available air pressure. Application is faster and smoother because their double-acting pistons deliver material on up and down strokes. Application pressures are more uniform because their separate discharge tubes sharply reduce friction losses. And Binks exclusive surge control eliminates initial surge. (See arrow.)

Send for descriptive booklet

packed with data and illustrations. Gives a busy reader a wealth of pump and spray gun information in a hurry. It's FREE. Just ask for Manual 700. Binks Manufacturing Company, 3126-30 Carroll Ave., West, Chicago 12, Illinois



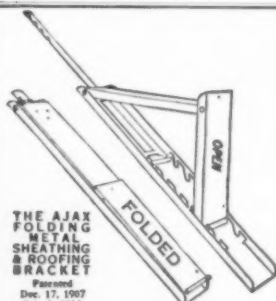
Binks

EVERYTHING FOR
SPRAY PAINTING



GUNS • SPRAY BOOTHS • MATERIAL TANKS • EXTRACTORS & ACCESSORIES

REPRESENTATIVES IN PRINCIPAL U.S. & CANADIAN CITIES • SEE YOUR CLASSIFIED DIRECTORY



THE AJAX
FOLDING
METAL
SHEATHING
& ROOFING
BRACKET
Patented
Dec. 17, 1907
Feb. 2, 1915
Apr. 21, 1925
Aug. 9, 1912

AJAX No. 1

AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable



AJAX Building Bracket Co.

1551 Rydal Mount Rd.
Cleveland Heights 8, Ohio

Lemmon

(Continued from Page 12)

ago have the appearance of an ideal solution when initially applied. Due to the fact that they add substantially to the thickness of the surface film they crack quickly and result in every limited protection as well as leaving a surface which makes additional maintenance difficult. Although some roofing applicators still use this method, almost all national manufacturers of roofing material have long since recommended against it.

Another common practice is the application of one or two additional plies of felt mopped to the top surface. This again is a practice followed by applicators without the support of the manufacturers. Reading from the specification book of one manufacturer I quote: "We do not recommend solid mopping of additional felts over old roofs for the reason that they almost invariably blister and cause trouble."—unquote. When this method is used it, too leaves a surface that is difficult to maintain if failure occurs.

Cold Coatings

This brings me to the most commonly used and most controversial maintenance method—that of cold coatings. These materials come in two general forms—cut back coatings and emulsions.

These coatings are generally fortified with mineral fillers and asbestos fibers which make them less susceptible to alligating and cracking than hot asphalt. The quality of coatings usually covers a wide range and it is difficult to determine the quality by any accelerated method. The prices charged for these materials are a poor gauge of their quality because usually high prices are required to sustain the higher cost of the very specialized nature of the sales effort put behind some materials.

As a general rule cold cut-back coatings are subject to the same wearing patterns as hot asphalt except for the additional fortification given by the fillers and fibers and since the recommended thickness is about half of the normal hot asphalt film they give better performance though costing from 4 to 10 times as much per pound of asphalt. If put on in heavier films, the cost would be prohibitive and the thickness will cause them to alligate and crack

somewhat in the same manner as hot asphalt.

No phase of the roofing business has been invested with as much questionable sales promotion as cold coatings—Reputable National Manufacturers of a full line of roofing products make no positive representation concerning the longevity of their roof coatings for the obvious reason that so much depends on the condition of the roof to which it is applied.

Other manufacturers make broad general claims and issue meaningless long term guarantees to promote sales.

"Penetration and Rejuvenation"

All will indirectly or otherwise lead the user to deal in such terms as penetration and rejuvenation. I will gladly offer to eat all the asphalt that has ever penetrated any roof felt, that has previously been coated with any form of asphalt, since the beginning of time!

These claims are undiluted "hog wash" and can easily be debunked by the simple process of testing on an actual roof surface. The amount of soft asphalt that can be forced by pressure rolls into roofing felt, at high temperatures, when it is made is almost microscopic.

Clay base asphalt emulsions offer by far the best weathering surface of any of the asphalts. Their limitations lie in the fact that they do not bond well to dusty surfaces and their drying pattern is such as to make them extremely vulnerable to wash offs during their drying period. They should be applied in relatively thick films to obtain the best results, and therefore good application will cost more than cut back coatings.

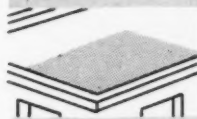
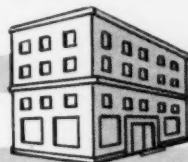
New forms of cap sheeting materials have appeared on the market in recent years with limited success. Metal foils cannot be successfully adhered with asphalt or tar and since the co-efficient of expansion and contraction is at such wide variance with bitumen surfaces I question that they will ever be successful in finding a material strong enough to hold them down.

Early attempts of some years back to use lightweight fiberglass in combination with asphalt failed for two reasons—Asphalt will not normally wet out and stick to glass and the binder used to bond the glass fibers together was too rigid and did not allow the material to "stretch"—a quality essential to roofing.

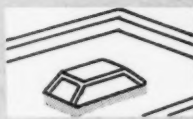
I have outlined a pretty broad picture



IT'S SMART TO DO THE COMPLETE JOB WITH **KARNAK** ROOFING AND WATERPROOFING FABRIC



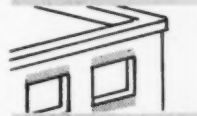
ROOF PATCHING



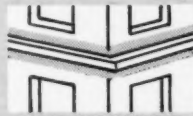
SKYLIGHT FLASHING



PARAPET FLASHING



WINDOW AND DOOR FLASHING



CORNICE AND THROUGH-WALL
FLASHING



FOUNDATION WATERPROOFING

Rely on the whole **KARNAK**
line for every asphalt

Specification:

Roofing and Waterproofing
Fabric
Aluminum Roof Coating
Wood Block Mastic
Caulking Compounds
Asphalt Emulsions
Asphalt Paint
Damp-proofing and Water-proofing Compounds
Asphalt Seal Coatings and Cements
Mastic Floorings
The Cement Joint Filler



This spendrel, full seal fabric is **THRIFTIER!**...

You can use it right down to the last inch!

HANDILY PACKAGED!
EASY TO HANDLE!
NO WASTE!

Each roll is individually packaged in cartons. Stays in perfect shape until used!

EASIER TO APPLY...
Unrolls in all temperatures, to apply easily in all weather!

STURDIER!...
Strong cotton fibers, heavily impregnated with asphalt. Don't brittle, won't twist out of shape, lasts years longer!

FREE!

Write today for your
copy of the **KARNAK**
Specification Book

LEWIS
ASPHALT ENGINEERING
CORPORATION

34 Church St., New York 7, N. Y.

Manufacturers of Asphalt Specialties for 25 Years

PIGEON PROOFING

Bird Nuisances Eliminated
Effective — Economical — Lawful
Positive Permanent

— Beware of Patent Infringements —
OUR WORK GUARANTEED

THE STAN-GARD PIGEON & BIRD REPELLENT CO., INC.
523 West 184th Street New York 33, N. Y.

WAdsworth 7-3300
CABLE STAN-GARD

CALBAR CAULKING COMPOUND in 26 PERMANENT COLORS



**.. to match or harmonize with
all building materials**

Now select a CALBAR Caulking Compound to match brick, asbestos-cement siding, shingles, metal or wood . . . in ANY color required . . . including black, brilliant white or aluminum. And remember, CALBAR is non-hardening and non-staining, and complies with Federal Specifications and those of the Asbestos-Cement Products Association.



Write today for complete information

CALBAR PAINT & VARNISH CO.
2612-26 N. Martha St. • Phila. 25, Pa.

Manufacturers of Technical Products



of most of the materials and practices available up until recent years of the roofing practitioner for recommendation to the clientele he services. I can assure you I have recommended every one or all of the preceding materials and practices to customers in good faith and with high hopes.

Out of the experiences gained in the use of all these materials it should be easy for you to picture that two roofing contractors faced with ever-increasing labor costs and the material limitations outlined would be spending considerable

time discussing a "better way."

The better way must result in a lightweight, tough material with high resistance to weather and it must have ability to contract and expand with temperature changes and building movement over a long period of time, and must be economical.

It was a chance exposure of the roofers to the problems and solutions of a completely unrelated though somewhat allied industry that opened up a whole new field of thought. That field was—The Petroleum Lubrication Field.

For years the oil refineries have been bolstering their oils with chemical conditioners to meet the problems brought about by high speed automobiles and heavy duty trucks and similar types of lubrication problems. I dare say every person in this room comes in daily contact with the benefits derived from the use of chemical conditioners in lubricants which number in the thousands and impart many qualities not natural to oils and eliminate many undesirable qualities which are natural.

Problems Faced & Answered

Many problems were passed to the scientists of the lubricant additive industry and many answers forthcoming.

Was it possible to take the best weathering asphalt composition—clay base emulsion—and impart to it higher adhesion qualities and better drying characteristics? The answer was Yes!

Was it possible to condition this material still further to lengthen the life span of its plasticity? The answer was Yes

Was it possible to make asphalt wet out and adhere permanently to glass? The answer was Yes!

Would it be possible then to use glass fiber as a mechanical re-inforcement within a film of asphalt, much like re-inforcing steel in concrete, and produce a film that would be many times stronger than the sum of the strengths of the two components? The answer was Yes.

Would the asphalt binder used to adhere the glass fiber together permit the material to stretch and wilt to fit the irregular contours of the average roof surface without bridging or fracturing? The answer was Yes!

Out of this series of questions and answers emerged a completely new approach to roof maintenance. That of chemical and mechanical re-inforcement of the waterproofing film itself.

This theory and this product have been subjected to exhaustive accelerated tests and have been exposed over the past years to a wide variety of actual field installations in the Midwest, the South, and the East and West coast.

The tests indicate that the theory and the product are sound. They indicate that chemical conditioners are adaptable to many other forms of asphalt and asphalt products.

We, in Addex, feel that we are offering, not alone a new product, but more specifically, a complete new roofing principle.

A principle designed to add to the

dignity and productivity of labor. When labor produces more with less effort it justifies greater rewards for that effort.

I am deeply grateful for this opportunity to present to you my view on a subject that has always been of interest to me and concerning a problem which ranks no worse than second to food as one of life's essentials.

What Makes Salesmen?

(Continued from Page 18)

supplied with very little additional cost or effort.

A supervisor's goal at this level of mediocrity is to obtain a minimum of so many calls per week, so many new customers, and so much sales volume. Motivation at this level is termed mediocre. It is not sufficiently broad and comprehensive to provide a way of life.

The Basic Urges

Certain basic urges that could be used in motivating a salesman are not stressed. The details for making sales are given primacy over the "why" of making sales. The salesman as a human being is forgotten, with the exception of giving him security and somewhat favorable working conditions.

The next higher level of motivation is that of aspiration. At this level, the sales supervisor recognizes, in addition to the salesman's desire for security, certain basic desires that can be used to energize the salesman to a higher level than one of a relatively routinized performance. At this point, the sales supervisor is beginning to utilize developmental motivation.

The provision for some form of money incentive may or may not stimulate a salesman. For example, a salesman may be making four hundred dollars a month. Even though he could make more, he will not always try to do so. The salesman may be given continued training to make it possible for him to make more money if he worked the same number of hours. But the salesman may be satisfied with his four hundred dollars a month and react to his training by putting in fewer hours. At the aspirational level of motivation, the sales supervisor attempts to energize a salesman by means of prestige, praise, power and opportunity.

The basic urges having the greatest effect on a salesman are prestige and power. It is true money helps to satisfy

a complete package
ADDEX
ROOF-SHIELD
Applied cold to existing surfaces



U.S. PATENT NO. 2,503,246

Photos show two difficult applications of Addex Roof-Shield. Easy to use by spray or brush.

A NEW... MODERN METHOD IN ROOF MAINTENANCE

- Adnex Roof-Shield consists of Glass-Fiber-Mesh, as a mechanical reinforcement, within a film of patented Liquid Asphalt, much like reinforced steel in concrete.
- Adnex Roof-Shield follows contours of roof. Seals old roof flashings and parapet walls.
- Ready to use. Easy to use. Light weight.
- Designed for greater productivity.
- Will not blister, alligator nor delaminate.

PROFITS FOR ROOFERS

Roof-Shield lowers labor costs. Saves time and cost of heating and cleaning kettles. Eliminates hot asphalt hazards, makes job easier, safer, cleaner, more profitable. Write us about your opportunity in Roof-Shield.

Write for descriptive literature and specifications

ADDEX CORPORATION
10312 WILBUR AVE. • CLEVELAND 6, OHIO

these two urges. However, the supervisor desiring to motivate a salesman on this level, may have to create a further desire within the salesman for a different way of life. The salesman is shown how, through better sales performance, this new way of life can be acquired. This desire for prestige must be of a permanent nature. It must make the salesman seek a permanent higher level of living.

Praise is another means of seeing that a salesman receives prestige. If a salesman does not get it in his own organization he will seek it elsewhere.


The idea of power is closely tied to prestige. The properly motivated salesman will not feel like a puppet on a string. He will want the satisfaction of making more decisions for himself, and having increased authority and responsibility.

Higher Level of Performance

Sometimes it is costly to develop a salesman to the point where responsibility and authority can be given to him. But when a salesman has developed to this point, a company then has a man motivated to turn in a much higher level

(Continued on Page 40)

PAT. NO. 2259480


TARZAN

ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

AMERICAN ASSOCIATED COs.
ATLANTA - P. O. BOX 4056 - GEORGIA

→ **CONDENSATION** ←
GETS THE AIR

WHEN YOU INSTALL
MIDGET LOUVERS



For efficient ventilation of sidewalls, just drill a hole and press a Midget Louver into place. It's as efficient as it is easy! All-aluminum with built-in insect screen. 2 styles—for indoors or out. 5 sizes—1" to 4" diameter. Write for full information.

**THE
MIDGET LOUVER CO.**
4-B WALL STREET • NORWALK, CONN.

How To Apply Batten Roof Told In Six Easy Steps

The latest development in roof construction is the application of an old technique to modern design.

The batten roof appears on some of the oldest buildings in America. It can be seen, as well, in some of the better known examples of classical European architecture.

Today, the batten roof is coming back into its own. Architects and builders have discovered that its rhythmic lines and the light-and-shade patterns that it produces fit it particularly well for contemporary building.

One of the factors in the revival of this traditional roof pattern is the availability of continuous rolls of seamless terne metal in 50-foot lengths and widths of 14, 20, 24 and 28 inches. These widths make possible a variety of spacing without waste, and the length eliminates the necessity for troublesome cross seams.

Techniques differ, but here are the steps in construction of one batten seam roof. The accompanying illustrations were made from actual on-the-job photographs.

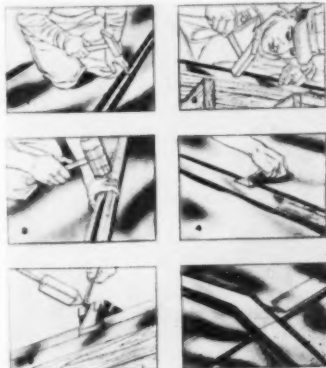
1. The terne metal roll is opened with the painted side down. It should be cut to length. The lengthwise edges are turned up to the height of the batten to be used plus $\frac{1}{2}$ inch. The strip is secured to the roof by means of cleats, which should be staggered. (Fig. 1.)

2. For the roof edge, a length of terne metal is cut two inches wide. One-half inch of this edge strip is bent at a right angle to the rest. The strip is then nailed to the edge of the roof sheathing so that the $1\frac{1}{2}$ -inch leg projects below the sheathing. (Fig. 2.)

3. The lower end of the roofing strip is trimmed one-half inch beyond the edge strip. The upturned edges are snipped so that they will bend where the roofing strip meets the edge strip, and the half-inch overhang is turned over the edge strip and crimped around it, following which it is malletted down to cover the nails.

4. The batten is nailed in place between the roofing strips, and the projecting half inch of roofing strip on either side of the batten is malletted down away from it. A second batten is used to form a right angle bend. (Fig. 3.)

5. The terne batten cap is placed over the batten with its edge slipped over the extended edges of the roofing strips. The batten cap can be fabricated in the shop or at the site. Its width should be the width of the batten plus two inches. Preliminary bends should be made half an inch in from either edge, with one side slightly more than a right angle and the other slightly less.



This makes it possible to fit the cap over the edges of the roofing strips and to crimp them down by means of hand tongs, forming a single locked seam. (Fig. 4.) The edges of the batten cap are malletted down to make a snug batten seam. Having cleats nailed under the battens assures a smooth seam top.

6. The ends of the seam portion of the strip are cut, bent around the edge of the batten, and nailed. The double-over portions of the batten cap are snipped about $\frac{3}{4}$ inch beyond the end of the batten and the corners are cut out. The top of the cap is bent down over the edge of the batten and the doubled ends are bent over.

The entire end assembly is malletted as flat as possible. All joints not double locked are soldered. (Fig. 5.)

7. At the ridge of the roof, the end of the batten cap is bent over to form a continuous batten seam, overlaying the cap on the opposite seam by about six inches. Both batten caps are malletted down. Overlapping roofing strips are malletted and soldered to Z-shaped cleats nailed to the roof. (Fig. 6.) It is possible also to use a ridge seam of terne

metal. In either case, all joints not double locked should be thoroughly soldered, to ensure that all seams are waterproof and windproof.

Listening

(Continued from Page 21)

prospects to use it, as a basic defense against us.

It's a mighty good rule when a canvass is going against one, and the sale is being lost, to shift strategy, and get the prospect to talk. If he talks enough, it will become clear to the salesman, first that there are insurmountable difficulties to a sale, or second, what approach to an argument perhaps will succeed.

I have observed this: salesmen, no matter what their line is, who listen more and talk less, usually in the speech they do use, are far more skillful and effective than is the man who talks—and talks—and talks!

—Asbestos

Apprentice Mechanics

(Continued from Page 15)

standards and requirements of the proposed regulations.

When a program is accepted by the State Selective Service Director, it must be submitted to the local Selective Service Board.

The sponsor must also certify that each apprentice for whom deferment is requested is adequately performing all the operations required of him in his on-the-job training and is mastering the theoretical aspects of the trade taught in vocational schools which supplements his practical experience.

The final authority in approving requests for deferment will rest with the local Selective Service Boards, subject to the appeals procedure of the Selective Service System.

The deferment proposal has gained wide acceptance, and this has been due partly to the fact that the principle involved is similar to that relating to college students.

I am confident that the regulations proposed for apprentices will become effective within a reasonable time. Our field staff and State apprenticeship agencies will be kept informed currently on developments, and will in turn be able to advise employers and

For Faster Safer Roofing...

"TROUBLE SAVER" EQUIPMENT

LADDER JACKS

- Rail-Type Jack is extra safe. Side rails of ladder are used for support.
- Strong, convenient One-Man Ladder Jack adjusts to any pitch on either side of the ladder.

ADJUSTABLE ROOFING BRACKET

"TROUBLE SAVER" SHINGLERS

LADDER HOOKS

This handy device pays for itself over and over.

Pivot allows ladder to be placed with safety and convenience along the valley.

Plate protects the roof. Weighs only 6 pounds.

Write for literature, giving complete information on all "Trouble Saver" scaffolding accessories.

Simple, durable... provides a safe staging at any pitch. Use for all kinds of jobs and any type roofing. Proved in use for many years.

Can be removed without jarring the shingle. Made in two sizes. "Regular" holds a 2 x 4 staging edgewise. "Wide" holds it sideways. Held by two nails.

Manufacturers of "Trouble Savers" since 1912

The Steel Scaffolding Company, Inc.

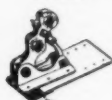
856 Humbolt Street

Dept. AR
Telephone: EVERgreen 3-5510

Brooklyn 22, New York

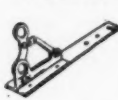
ADJUSTABLE PIPE SNOW GUARDS

"FITRITE"



3 Pipes $\frac{3}{4}$ " IPS
Bronze and Galvanized for all types of steep roofs — slate, tile, flat or corrugated metal and composition.

"PROTECTOR"



2 Pipes $\frac{1}{2}$ " IPS
Bronze and Galvanized. Installed on old roofs without removing slate.

"FITRITE"

SKYLIGHT GEARING

IN STOCK for IMMEDIATE SHIPMENT



$\frac{3}{4}$ " — $\frac{1}{2}$ " — 1" Hook or chain operation.
 $\frac{1}{2}$ " Gearing assembled on 20" pipe.

Retractable Hook Point ROOFERS' KNIVES

The only knife on the market with a retractable hook point. Carry it safely in your pocket. Interchangeable, reversible blades save money. Stores extra blades in the handle.

AXES

Heavy drop forged axe with eye almost double ordinary axe. Handle lasts much longer.

6' ALUMINUM MOP HANDLES

Unbreakable. Will not burn. Lightweight. Outlasts wood many times.

ROOF SCRAPERS

"Fitrite" — Double edge reversible blades. $3\frac{1}{2}$, 6, 7 inch sizes.
"Rival" — Single edge removable blades. $3\frac{1}{2}$, 7, 14 inch sizes.

PORTABLE ELECTRIC SAW GUN MOPS AND MOP YARN LADDER & ROOF BRACKETS

See Us At The Sheet Metal Contractors' Nat'l Convention, Hotel Seneca, Rochester, N. Y., May 12, 13, 14.

Write Dept. "R" for catalogues and prices. To protect Trade, please use your printed stationery.

DAVID LEVOW 308 West 20th St.
NEW YORK
TELEPHONE CHELSEA 3-5400

A Market Report on the Roofing and Siding Industry

1. How many roofers apply built-up roofing exclusively? In conjunction with other products?
2. How many roofers do COLD PROCESS built-up roofing and roof coating?
3. How many roofing and siding contractors handle combination windows, metal awnings and similar specialties?
4. How much asphalt roofing, by types, is applied each year?
5. How large are the potential farm and new construction markets?

These and many other important questions are answered in this recent survey published by **AMERICAN ROOFER & SIDING CONTRACTOR**. A copy of the Market Report will be sent free to manufacturers and advertising agencies.

Audited Circulation

AMERICAN ROOFER & SIDING CONTRACTOR is the only publication in its field with audited circulation. A CCA audit statement will help manufacturers and advertising agencies to clarify their picture of this industry.

**For your copy of the Market Report and
Circulation Statement
Write To**

AMERICAN ROOFER & SIDING CONTRACTOR

425 FOURTH AVE., NEW YORK 16, N. Y.

labor concerned with the question.

The basic philosophy entailed in the proposed regulations is to assure that the apprentice for whom deferment is requested is being thoroughly trained in all the skills required for full-fledged craftsmanship and will be adequately equipped when he reaches the status of journeyman to perform efficiently all the operations in a trade.

This policy would recognize that the apprentice is an indispensable asset to the skilled labor force; that the time and effort expended in his training is of vital importance to American industry and to the Nation as a whole; and that the program in which he is trained must be of sufficient quality to contribute to our National strength.

Report Aluminum Source in Florida area

Large deposits of aluminum phosphate, offering a possible new source of aluminum, have been discovered by the Geological Survey.

The deposits were discovered in the Florida land-pebble phosphate field. They occur in the Bone Valley formation of Miocene age, in a widespread zone immediately above the commercial calcium phosphate deposits, from which they were derived by processes of leaching and alteration.

Over 90 percent of the calcium phosphate in the underlying phosphate rock currently mined is used to make fertilizer, whereas the aluminum phosphate has been discarded with the overburden in the process of mining.

Pays for Itself And Does Much More

It is estimated, on the average, that mineral wool insulation in the walls and ceiling of a home amounts to about 2 or 3 per cent of the dwelling's total cost. This small outlay, however, can easily pay for itself in fuel savings in four or five years or less—and then go to work on the main house mortgage, reducing it by heating economies over the years to come.

That is the cold-cash side of mineral wool insulation, which also assures a warmer house in winter, a cooler house in summer and gives the added bonus of fire protection because of its incombustibility.

Fill in—Tear Off—and Mail

**MORE SALES!
BETTER JOBS!
GREATER PROFITS!**
Follow the Arrow



Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive FREE the latest BOOKLETS, catalogues, information and details from the manufacturers. Do It NOW while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

April, 1952

American Roofer & Siding Contractor
425 Fourth Avenue
New York 16, N. Y.

Send me facts on the items checked.

- ☐ 4. Asbestos Cement Siding
- ☐ 6. Asphalt Shingles
- ☐ 7. Asphalt Siding
- ☐ 10. Brackets, Ladder
- ☐ 14. Caulking Compounds and Guns
- ☐ 15. Caulking, Pre-Moulded, Closures
- ☐ 17. Corner Strips
- ☐ 19. Cold Process Roofing
- ☐ 21. Decks, Roof, Pre-Cast Gypsum Slab
- ☐ 24. Fans, Ventilating
- ☐ 25. Felt Laying Machines
- ☐ 64. Flashing Fabric
- ☐ 26. Gutter Screens
- ☐ 28. Hoists and Derricks
- ☐ 29. Hot Stuff
- ☐ 68. Insulating Siding
- ☐ 30. Insulation, Board
- ☐ 32. Insulation, Batt and Blown
- ☐ 33. Insulation, Sprayed
- ☐ 34. Kettles and Pumps
- ☐ 36. Knives, Roofing
- ☐ 39. Louvers
- ☐ 70. Mechanical Gravel Spreaders
- ☐ 40. Membrane Fabric
- ☐ 41. Mops and Yarns
- ☐ 42. Nails
- ☐ 67. Pigeon Proofing
- ☐ 43. Plastic Waterproofing
- ☐ 44. Roof Coatings
- ☐ 66. Roofing & Building Specialties Manual
- ☐ 48. Scaffolding
- ☐ 50. Simulated Stone Siding
- ☐ 54. Spray Equipment and Pumps
- ☐ 69. Sprayed Sidewall Resurfacing
- ☐ 59. Tools, Catalogs of
- ☐ 60. Underlayment for Roofing and Siding
- ☐ 63. Water Cooling of Roofs

Other Items _____

Name

Firm

Position

Address



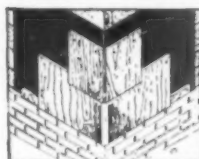
**CLASON
SNOW GUARDS**

For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

CLASON SNOW GUARDS
Standard for Fifty Years

**THE M. N. CARTIER
& Sons Company**
275 Canal Street, Cartier Building
Providence, R. I.
Write us for Roofers Wholesale Prices

Gives Siding Jobs Improved Protection and Appearance



On every Asbestos Siding job, where appearance is essential, you can save valuable time, simplify fitting at corners and along window and door frames, give added protection, by using individual zinc corner strips. . . . Made of oxidized zinc . . . will not stain. Lengths suitable for any Asbestos Siding Shingle. For complete details write

BUGHER MANUFACTURING CO.
Formerly DOUBLE GRIP BRASS CLIP CO.
211 S. Main St. Kokomo, Ind.

"Buy from Frey" TOOLS FOR THE ROOFER Frank P. Frey & Co.

2634 W. MADISON STREET
CHICAGO, ILL.

**Roofers' Supplies
Contractors' Supplies
Anything You Need**
ALL STATES ROOFERS SUPPLIES
2107 W. LAKE ST. CHICAGO, ILL.

SEE CLASSIFIED ADS PAGE 42

What Makes Salesmen?

(Continued from Page 35)

of performance. The reason some salesmen are willing to remain in mediocrity is that they have never been made to desire power and prestige.

The salesman must feel that he has a future within his present company. College graduates and others just starting to sell are at first primarily concerned with security. As these recruit salesmen become more confident, they become dissatisfied with having just security and want greater opportunity.

At the level of aspiration, the salesman should be made to feel that he has an opportunity to grow in his organization. If a salesman does not feel that his opportunity with his company is exceptionally good, there is the greater probability he will leave his job to seek employment elsewhere.

Not All Executives

To provide opportunity does not mean that every salesman must aspire to be a sales executive. The salesman can be made to feel, through recognition, rewards in the form of greater power, and commensurate pay increases with more efficient and effective performances, that he has an unlimited opportunity in his company.

The top level for motivating salesmen is one which takes into account not only the factors described at the levels of mediocrity and aspiration, but in addition those basic factors that go into making a completely motivated individual. One factor is loyalty toward his company, inwardly felt or expressed by the salesman in his attitude.

A salesman must feel he is working for a company better than all others to reach peak performance. A salesman must feel that the company's policies and procedures are fair and properly administered. It is false to assume that because a salesman stays on the payroll he is fully committed to his company. Such reasoning simply is not borne out by actual experience.

If salesmen are to have complete loyalty sales executives must conduct themselves in a manner to justify it. Even a company's fair, practical, and economically sound policies must still be "sold" to the sales force.

A second factor in motivating a salesman at the level of commitment is to

Manufacturers & Distributors

**Everything for Roofing and
Waterproofing**

**CAULKING COMPOUND
ALUMINUM PAINT
BITUSTATIC CEMENT
ROOF COATINGS & CEMENTS
INSULATION
ROLL ROOFING—FELTS—
PITCH—ASPHALT—COAL TAR
COPPER—GALV. IRON**

Insist on Genuine Durex Products

**METROPOLITAN
ROOFING SUPPLIES CO., INC.**
286 East 137th St., New York City

**Ready Made
ROOFER'S MOPS**
Roofers Mop Yarn, Cut Lengths
E. L. HILTS & CO.
Box 2384 Hickory, N. C.

CONTRACTORS EVERYWHERE BENEFIT

from reading **AMERICAN ROOFER & SIDING CONTRACTOR**! You can, too, for the small subscription price of \$3.00 per year. **AMERICAN ROOFER** has all the news of the trade, new methods of application, new ideas of selling, and other subjects the roofing contractor should be familiar with. Use the coupon today!

**AMERICAN ROOFER &
Siding Contractor**
425 Fourth Avenue, New York 16, N. Y.
Please enter my subscription to **AMERICAN ROOFER & Siding Contractor**, at \$3.00 for one year. Bill me for this amount:

☐ Enclosed is a check or ☐ money order.

My Name

Position

Company

Address

City..... State.....

make him feel he is of service to humanity. He may put forth the necessary effort, but if he feels selling is not worthwhile, beneath him, or does not provide an outlet for his abilities and interest, this man will not be satisfied, and consequently will not do his best work.

The salesman must be made to feel that his job is creating something important. He must feel his job is basic, not a stop-gap until some other job comes along.

Many salesmen lose confidence in the products they sell. They feel their company's competitors have more to offer. This aspect of motivation is closely tied up with continued training. Salesmen must constantly be assured that their products have distinct advantages over those of competitors. Salesmen must be convinced their products are the best buy relative to price.

Salesmen may be loyal to their company, but still lack confidence in their immediate superior. To reach the highest level of commitment, salesmen must not only be motivated so that they are committed to loyalty toward their company, to their job of selling, and the products they sell, but to those who are their leaders. Salesmen must have complete confidence in this leadership.

The Supervisor Sets the Pace

In opinion surveys, salesmen suggested that these were the qualities they wanted in their supervisors:

1. Understanding attitude (expressed such as an interest in them as a human being); 2. Leadership ability (i.e., to plan, organize and control their operations); 3. Good Personality; 4. Sales Ability; 5. Product Knowledge; 6. Aggressiveness; 7. Integrity and Honesty.

The sales supervisor who has these basic qualities is the supervisor who is going to command the confidence of his salesmen, and thus will be able to motivate them to a higher level of performance.


The sales supervisor can quickly gain or lose the confidence of his salesmen by the example he sets. As a leader, he must set a standard for sound and temperate personal habits, for efficient business habits, and good mental habits—through his own confidence, cheerfulness, emotional tranquility and self-discipline. He must create working relationship in which mutual respect and confidence exist between him and his salesmen.

A sales supervisor must give a sales-

APPLICATORS!

You Can Turn Out a Better Re-roofing or Re-Siding Job WITH LOW-COST AIR-O-CEL ASPHALTED BACKER BOARD

**No More
Wavy Walls!
Bulging Walls!
Cracked Shingles!**

**Try It
and See!**
**Send
For ...** 

*Trade Mark Registered U. S. and Canadian Patent Offices © 1948

AIR-O-CEL COMPANY
P. O. BOX 62 DETROIT 20, MICH.

Paralastic*

CAULKING COMPOUND

In any weather . . . hot, cold, wet or dry . . . PARALASTIC seals, insulates, weatherproofs, waterproofs perfectly! Will not chip, peel or crack.

IN ALL COLORS! Aluminum . . . Brilliant White . . . Natural . . . Gray . . . Green . . . Buff . . . Red . . . Black . . . and in all pastel shades to match the new shake and asbestos colors!

SOLD BY LEADING JOBBERS

*Reg. U. S. Pat. Off.


IT ISN'T INSULATED UNLESS IT'S CAULKED
PARALASTIC PRODUCTS CO. INC.

122 EAST 42nd ST., NEW YORK 17, N. Y.

INDEX ADVERTISERS

Addex Corp.	35
Aeroil Products Co., Inc.	26
Air-O-Cel Co.	41
Ajax Building Bracket Co.	32
All States Roofers Supplies.	40
American Associated Co.'s.	36
Barrett Division, Allied Chemical Dye Corp.	2
Binks Mfg. Co.	32
Bugher Mfg. Co.	40
Calbar Paint & Varnish Co.	34
Cartier & Sons Co., The M. N.	40
Celotex Corp., The	22-23
Certain-teed Products Corp.	41
Chase Bag Co.	4
Emco Cement Products, Inc.	Back Cover
Eureka Mop Mfg. Co.	29
Flintkote Co., The	3
Frey & Son, Frank P.	40
Hilts, E. L. & Co.	40
Hyde Mfg. Co.	26
Johnson Products Co.	30
Jones & Brown, Inc.	14
Kearsey & Mattison Co.	19
Kirby Industries	20
Lewis Asphalt Engineering Co.	33
Lewis Tar Products Co.	30
Levow, David	37
Littleford Bros., Inc.	29
Maizewood Insulation Co.	31
Matt Coil-Less Burner Co.	28
Metropolitan Roofing Supplies Co., Inc.	40
Midget Louver Co.	36
Murphy's Sons Co., Robert.	28
Nichols Wire & Aluminum Co.	7
Old Quaker Paint Co.	6
Paralastic Products Co.	41
Reynolds Metals Co.	27
Roofing, Siding & Building Specialties Manual	4
Ruberoid Co., The	5
Stan-Gard Pigeon & Bird Repellent Co., Inc.	33
Steel Scaffolding Co., Inc.	37
U. S. Gypsum Co.	8
Texas Co.	10

man special consideration when personal difficulties arise.

The salesman that is well motivated has been provided with job security, satisfactory working conditions, prestige, power, opportunity, loyalty for his company, respect for selling, high regard for the products or service sold, and confidence in his supervisor.

It is through providing these nine basic demands that a sales force can be motivated—a stimulated and energized sales force that will reach new levels of selling efficiency.

Nailing It Down

(Continued from Page 9)

as to do no ordinary preventable injury to properties or persons.

"E. To be alert at all times to protect and defend the general public from fraudulent and unethical practices which may at any time invade this industry."

New Office of Alum. Created in DPA

Creation within DPA of a new Office of Aluminum, headed by Samuel W. Anderson as Deputy DPA Administrator for Aluminum, has been announced by the Defense Production Administration.

Designed to assure a supply of aluminum to meet both defense and essential civilian requirements, the Office of Aluminum includes the following functions:

Development of new expansion programs for bauxite, alumina, aluminum, aluminum fabrication, secondary smelting and cryolite.

Negotiation for expansion programs, beyond those presently certified, with present and prospective producers and processors of bauxite, cryolite, alumina and aluminum.

Certification to the Defense Materials Procurement Agency of programs developed and negotiated by the Deputy Administrator.

Certification to the Reconstruction Finance Corporation of the essentiality of loans to producers and processors of bauxite, cryolite, alumina and aluminum.

Review for clearance of decisions affecting the aluminum stockpile.

CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

SALES HELP WANTED

SALES MANAGER WANTED: Opportunity for ambitious, experienced man to organize and expand specialty business. Nationally advertised product. Large territory. Salary and commission. References required. Reply Building Specialties and Equipment Co., 4571 Washtenaw Rd., Ypsilanti, Mich. 3-32

SPECIALTY SALESMEN: WANTED by national manufacturer to open up new distributors for revolutionary home improvement product. Must be familiar with consumer selling operations and capable of working with and organizing dealers' sales force. Men with proven sales records and accustomed to earning over \$12,000 annually may qualify for district sales managers position. Write, stating full particulars in first letter, for appointment with national sales director, Box 150, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

MISCELLANEOUS

SHINGLE PATENTS TO LICENSE: Excellent for asphalt or aluminum shingles. Write Box 354, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y. 4-52

EQUIPPED APPLICATOR LOOKING for new lines to handle throughout Connecticut, Residential and industrial maintenance. Will investigate all leads furnished. Will also act as distributor. Eastern Construction Co., Box 91, Waterbury, Conn. 5-52

TO SUBSCRIBERS DESIRING CHANGE OF ADDRESS

Please report change of address direct to AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y., allowing FIVE WEEKS before change is to take effect. (Be sure to send your old address together with new address.) Copies that have been mailed to an old address will not be forwarded by the Post Office unless extra postage is sent to the P. O. by the subscriber. Avoid such expense and make sure of getting your copies promptly by notifying this publication FIVE WEEKS IN ADVANCE.



"CERTAIN-TEED THICK BUTT SHINGLES

have been an important factor in the sale of the more than 100 Hendry Homes built and sold by us, in the past 18 months," says James E. Hendry, St. Petersburg, Florida, who has been

using CERTAIN-TEED asphalt shingles for over four years.

More and more builders all over America—whether on custom-designed homes like Mr. Hendry's, on small operations or on multimillion-dollar projects—are using fire-resistant asphalt shingles. More and more are selecting CERTAIN-TEED's

famous blends and colors, in plain or grained surface, and ranging from the new Silver and other pastel blends through the ever-popular Blues, Greens and Reds to dark blends and Black.

Your star salesman, and your best outdoor advertisement, is a CERTAIN-TEED Thick Butt Asphalt Shingle Roof.



Certain-teed

Quality made certain... Satisfaction Guaranteed
 CERTAIN-TEED PRODUCTS CORPORATION
 ARDMORE, PENNSYLVANIA

ASPHALT ROOFING • SHINGLES • SIDINGS

ASBESTOS CEMENT ROOFING AND SIDING SHINGLES

GYPHUM PLASTER • LATH • WALLBOARD • ROOF DECKS

ACOUSTICAL TILE INSULATION FIBERBOARD



Here's your
COMBINATION for **PROFITS!**



Sell
Your Regular Siding
for the sides and back

Sell
BONDSTONE
for the fronts...

INCREASE YOUR VOLUME! ELIMINATE COMPETITION AND PRICE CUTTING!

BONDSTONE brings you *higher profits* while you build the happiest sales crew you ever had. Sell BONDSTONE *along with other siding* and completely eliminate competition and price cutting! BONDSTONE matches any natural stone in color, texture and appearance at a fraction of the cost. Applies over any surface . . . inside or out . . . on old buildings or new. And you can guarantee BONDSTONE for 20 years!

Satisfied Salesmen: Larger unit sales attract TOP specialty men.

Easy to Sell: An exclusive nationally advertised product for both commercial and home jobs.

Low Investment: Your FIRST job pays for your entire investment in BONDSTONE equipment.

Easy Application: Train applicators in two days. They enjoy the easy work!

Exclusive territories open for qualified Dealers!

ONE JOB SELLS TEN!
Write for Money-Making
details **TODAY!**

BONDSTONE

Reg. U. S. Pat. Off.

Emco Cement Products, Inc.
Shamokin, Pa.